

Jarman and Co Events
STEAMBOAT FOOD & WINE | TELLURIDE RESERVE
FARMERS MARKETS | EVENT RENTALS

JOB TITLE: Marketing Manager

JOB SUMMARY: Join Jarman and Co Events as a contracted Marketing Manager, driving the marketing strategies for world-class festivals such as Telluride Reserve, Steamboat Food & Wine Festival, multiple farmers markets and event rental division in the Jarman and Co Events Portfolio. This dynamic role offers the opportunity to work across a diverse portfolio, creating unforgettable experiences for food and wine enthusiasts. The Marketing Manager will coordinate, develop and execute marketing programs, and campaigns across email, social and web to execute the content strategy across multiple platforms.

KEY RESPONSIBILITIES

The right candidate will be self-motivated, well organized and work well both independently and in a team environment. Working under the direction of the Jarman and Co Events marketing team in a direct support role, the Marketing Manager will:

- Content Marketing
 - Execute the content strategy for both festivals including, but not limited to.
 - Email marketing, social media, website messaging and blogs.
 - Work with the team to produce content

- Social Media Management
 - Full social media management, including implementation, day-to-day content management, building and posting content, follower engagement, listening and monitoring, and reporting.
 - Strive to increase social presence and follower engagement.
 - Strive to increase email subscriptions, click-through-rates and engagement.
 - Communicate lineup highlights and event changes on consumer facing channels.
 - Meet sponsorship and partner deliverables.
 - Share stories about featured chefs and winemakers.
 - Promote the event story and messaging.
 - Monitor engagement for mentions, DMs and field inbound inquiries from guests.
 - Provide quarterly reports that detail the results measured.

- Print & Digital Advertising
 - Recommend digital ad buys
 - Account management for both print and digital ad buys
 - Gather reporting details for partner wrap reports

- Email Marketing
 - Manages email marketing campaigns, including ticket presale, on sale, and ticketing sell through
 - Execute engaging email campaign strategies.
 - Develop, write and edit content for email databases.

- Interactive Map
 - Manages the interactive map, coordinating vendor and sponsor placements and ensuring real-time updates as new information becomes available.
- Website updates
 - Make updates to the website as necessary. WordPress & Craft CMS experience preferred but not mandatory.

REQUIREMENTS

- Be willing to do a two-day onsite planning meeting for each location prior to the festival weekend (*timing to be determined*)
- Be available and onsite for both festivals as follows:
 - Telluride Reserve: July 29–August 3, 2025
 - Steamboat Food & Wine Festival: September 30th to October 5, 2025

ASSUMPTIONS

- Will use an official company email address for conducting all event business
- Will utilize and document all things in asana workplaces for respective festival
- Must be able to work with Microsoft office products (Excel, PowerPoint, Word) and the Google Suite of products (Drive, Google Sheets, etc.); Experience with Keynote, Canva (or other design software), WordPress and Craft CMS is a plus

COMPENSATION

\$35–\$45 an hour. Assumes roughly 60–75 hours a month to be divided between the festivals, farmers markets and event rental division as needed, to be mutually agreed upon.

TO APPLY

Please send a resume and examples of previous work to Brett Gnadt Brett@jarmanandcoevents.com by January 31st, 2025.