



## Job Description

**Title: Marketing and Communications Associate**

Reports To: Executive Director

Creation Date: April 6, 2018

Revision Date: 1/29/2020

% of Full Time: 75% (30 hrs)

Exempt? No

Supervises: Board and community volunteers

### **Purpose:**

As an integral member of the BYSO staff, the **Marketing and Communications Associate** manages the BYSO brand and drives communications in support of the organization's fundraising, marketing and community engagement goals. The ideal candidate is an expert communicator who excites and spurs to action parents, community members, and businesses. A passion for music education is valuable.

### **Responsibilities and sample deliverables**

1. Serve as staff lead\* for production of all materials & communications including but not limited to the following:
  - a. Fundraiser collateral including solicitation tools and communications and day-of promotional materials and signage.
  - b. Concert programs
  - c. Program materials such as season brochures, posters, and flyers
  - d. Management of BYSO website
  - e. Social media communications such as Facebook and Instagram
  - f. Weekly BYSO e-newsletter
  - g. Annual report

*\*Serving as lead" does not require the Marketing and Communications coordinator to independently create, write and produce all materials. The MCC is expected to work with contract designers and outside marketing professionals as needed, focusing on appropriate delegation of duties, development of project timelines, and tracking and fulfilment of project deadlines*

2. In consultation with the Executive Director and members of the Board, develop and recommend an annual plan for BYSO marketing and communications that supports organization strategic goals
3. Support Development Manager with production of donor-centric stewardship materials and mailings.
4. Ensure media contacts are aware of key events; ensure that BYSO events appear on on-line event calendars.

## Marketing & Communications Coordinator Job Description

5. Actively participate as a positive member of the BYSO team, meeting or exceeding team standards, including but not limited to the following:
  - a. Contribute willingly to every “all hands” project, staffing concerts, auditions, and retreats as requested.
  - b. Maintain accurate and complete information in the Salesforce database and hard copy files; use the team’s system for storing documents.
  - c. Attend and contribute to all staff meetings and other gatherings.
  - d. Respectfully accommodate colleagues’ requests and clearly articulate own needs essential to enabling one’s best contributions.

### Required Knowledge, Skills and Abilities

- Bachelor's degree, preferably in marketing.
- A minimum of three years' experience in an office setting.
- **Advanced Proficiency in Adobe Acrobat Creative Suite, especially InDesign, Photoshop, and Acrobat.**
- Above average proficiency with Microsoft Office, especially Word (including mail merge function), Excel, and PowerPoint.
- Salesforce database experience preferred.
- Exceptional communication skills, both verbally and in writing.
- Ability to organize and prioritize work.
- Ability to work independently with little supervision.
- Excellent interpersonal skills.
- Music background a plus.