

Staff Opening: Marketing & PR Manager

Position: Full-time, 40 hours per week (exempt, salaried); some evening and weekend hours for educational activities, performances, promotional events, and fundraisers required

Salary: Commensurate with experience

Indian Hill Music, a community music school and performance organization in Littleton, MA, has an immediate opening for a full-time Marketing & PR Manager reporting to the Director of Marketing. Our organization is preparing for significant growth over the next few years, and we are seeking team members who are motivated by our mission and by the exciting changes for which we are preparing.

DESCRIPTION: The Marketing & PR Manager is a member of Indian Hill's Marketing Team and works closely with the Director of Marketing and Chief Operating Officer to develop and execute day-to-day marketing activities, including content creation, public relations, advertising, direct mail, social media, digital marketing, promotions, and other processes that drive concert ticket sales, music school enrollments, outreach, and development initiatives.

Well-qualified candidates for this position will possess strong creative and critical thinking skills, be proficient in all aspects of content creation, enjoy working as part of a team, and have a passion for music and brand storytelling.

Marketing Support

- Implements marketing plans for Indian Hill Music School, including fall/spring/summer term campaigns, open house/recruitment events, promotional activities, performance events, and outreach programs
- Implements marketing plans for Orchestra of Indian Hill concerts and subscription campaign, our jazz and chamber music series, as well as other Indian Hill concerts
- Handles direct mail and e-mail marketing; radio, TV, and print advertising; promotions; and social media campaigns
- Handles the creation and production of print material, including brochures, programs, and direct mail pieces
- Handles the creation and production of digital material, including photos, video, audio clips, blogs, and podcasts
- Interfaces with outside designers, printers, consultants, and other vendors
- Assists with maintenance of the Indian Hill Music website, including writing and updating all types of site content, and improving functionality
- Maximizes the functionality and capabilities of our Patron Manager CRM database system to strengthen our marketing efforts
- Assists with the planning and execution of development and fundraising projects, as needed

Public Relations and Social Media Support

- Assists with the discovery and the dissemination of stories about Indian Hill's programs and constituents across multiple media channels
- Develops publicity strategies and cultivates relationships with local and regional media
- Writes and distributes publicity materials
- Pitches stories, arranges press opportunities, and handles media follow-up
- Oversees and handles content creation for Indian Hill's social media platforms, including Facebook, Twitter, Instagram, and YouTube

Administrative Support

- Assists with marketing data research projects, budget tracking, databases, and reporting
- Oversees building displays and event signage
- Oversees bulk mailing and postal processes, including list maintenance
- Assists with organization and maintenance of the Indian Hill archives
- Handles special projects and tasks as assigned

QUALIFICATIONS:

Education and Experience

- Bachelor's Degree and 5+ years of experience in marketing, public relations, and social media platforms required
- Non-profit arts administration experience and familiarity with music preferred
- Accomplished in all aspects of print and digital content development
- Proficient with MS Office Suite, Adobe Creative Cloud (Photoshop, In-Design, Illustrator, Premiere, Dreamweaver), WordPress, CRM systems, photography/video/audio production, bulk mailing systems, and related software programs
- Skilled in media relations and current PR practices
- Skilled in marketing campaign planning and execution
- Skilled in marketing data research, SEO, Google AdWords, and analysis processes

Essential Qualities

- Professionalism, accuracy, and integrity; detail- and deadline-oriented with proven organizational and project management skills
- Strong written and verbal communication skills
- Flexible and adaptive work style: ability to work collaboratively and independently
- High energy and enthusiasm, ability to multi-task
- Problem solver, troubleshooter, takes initiative
- Ability to assimilate new activities/information quickly, in a busy, dynamic environment

How to Apply

Please send your resume, cover letter, salary requirements, and any other supporting materials to [Evanthea Vlahakis, Director of Marketing](#) with "Marketing Manager" in the subject line.

Applications submitted without a salary range will not be considered.

Indian Hill Music does not discriminate on the basis of race, color, religion, sex, sexual orientation, national origin, citizenship, ancestry, age, mental or physical disability, veteran status, or any other category protected under applicable law in its admissions, education programs, activities, or employment policies.

Learn more: www.indianhillmusic.org