

GREATER TWIN CITIES YOUTH SYMPHONIES (GTCYS)

Position: Communications Manager

Reports to: Development Director

Category: Full time, exempt; some evenings and weekends required

Salary: \$53,000 - \$58,000 depending on qualifications, plus benefits (health insurance, dental insurance, 3% 401K match, generous PTO and holidays, summer Friday half-days, and parking stipend for in-office work).

POSITION SUMMARY

The Communications Manager is a full-time position that uses strategic communications to drive visibility for GTCYS' programs, student recruiting, events, fundraising, and EDI initiatives. The role is a combination of creative and hands-on work to create content for social media, promotional videos and collateral materials, stories, and communications.

The ideal candidate is a tech-savvy learner with graphic design and video editing experience, strong writing skills, plus a love for music and a desire to partner with GTCYS' community of students, families, alumni, educators, volunteers, and donors to share their stories. This role reports to the Development Director and collaborates closely with the rest of GTCYS' team to support communications needs across the organization.

This is a hybrid role in the Twin Cities area, with some in-office work at GTCYS' downtown St. Paul office, as well as attendance at GTCYS concerts and key activities.

RESPONSIBILITIES

Communications

- Develop and implement communications strategies in alignment with GTCYS' strategic goals.
- Develop and manage annual communications calendar and storytelling initiatives.
- Create content to reach existing and new stakeholders across multiple platforms through e-newsletters, social media, videos, web content, event notices, and advertisements.
- Interface across GTCYS' constituents to generate and share compelling stories with an emphasis on student voices.
- Manage day-to-day social media activities and stay informed on best practices; create and publish content for Facebook, Instagram, Twitter, YouTube, LinkedIn to broaden visibility; track and respond to metrics.
- Design digital and print collateral materials, including concert programs, audition brochures, and more.
- Collaborate across the organization to support staff's communications needs and ensure consistent use of GTCYS' branding and key messages.
- Oversee and update GTCYS' website to ensure clear and compelling content.

Events

- Develop and implement promotional strategies to increase engagement for GTCYS' events and program activities.
- Attend occasional program activities and most concerts to take photos and video (some evenings and weekends required).
- Possible attendance on GTCYS' Symphony biennial international concert tours to document and promote tour activities.

External Relations

- Manage external advertising process to drive earned income.
- Maintain strong relationships with vendors (printers, mail house, web support, ticket agencies, concert venues), advertising clients, news outlets, and public relations contacts.
- Coordinate merchandise sales.

Other

- Participate in ongoing equity, diversity, and inclusion pursuits with staff to advance GTCYS' work with the broader community.
- Identify improvements for internal systems and technology.
- Help identify new opportunities to expand revenue streams.
- Develop and track annual communications and marketing budget.
- Deliver results on time, and within scope and budget.

QUALIFICATIONS

- 2+ years of professional experience in communications, digital media, marketing, or related field
- Understanding of digital engagement and experience creating content for and managing social media channels and email campaigns
- Graphic design experience for print and web
- Video editing and photography experience
- Exceptional writing skills and ability to adapt for various platforms and audiences
- Ability to generate and implement creative ideas
- Balance of big picture thinking and attention to detail with superb organization skills and ability to self-motivate and prioritize tasks with a small team
- Initiative and willingness to learn
- Proactive and resourceful approach
- Preferred technical skills:
 - Proficiency with Adobe Creative Suite for graphic design and video editing
 - Experience with WordPress, MailChimp, and Microsoft Office applications
 - Working knowledge of website analytics tools and engagement tactics
- Background in music preferred and passion for GTCYS' mission
- Bilingual skills a plus

GTCYS is dedicated to building a culturally diverse and equitable environment. We strongly encourage applications from people of color and from populations underrepresented in the arts administration field.

BENEFITS

GTCYS offers health insurance, dental insurance, 3% 401K match, generous paid time off, holidays, summer Friday half-days, and parking stipend for in-office work.

TO APPLY

Combine the following documents into a single pdf and email it to development director Mackenzie Catton at mackenzie@gtcys.org. The hiring process may include a screening call, along with Zoom and in-person interviews. Open until filled.

- Cover letter describing how your professional experience and skills align with this role

- Resume
- Portfolio of work, including 3-5 writing and graphic design samples, and 1-2 video samples (can share online portfolio if desired)
- Three professional references

ABOUT GTCYS

The Greater Twin Cities Youth Symphonies (GTCYS, pronounced git-seez) broadens access to instrumental music and serves more than 1,300 students ages 7-18 through our Harmony strings program and access initiatives, 11 school-year orchestras, and summer camps. Providing more than \$230,000 in need-based tuition assistance and support for private lessons helps level the playing field for more students. GTCYS presents 25 annual concerts at Orchestra Hall, Ted Mann Concert Hall, and free community concerts across the Twin Cities. GTCYS' equity, diversity, and inclusion initiatives ramped up in 2016 and have demonstrated strong results and remain a top priority. GTCYS celebrated its 50th Anniversary Season in 2021-22 and has experienced tremendous growth in the last decade. For more information, visit www.gtcys.org.

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