

GREATER TWIN CITIES YOUTH SYMPHONIES (GTCYS)

Position: Communications & Marketing Manager
Reports to: Executive Director
Category: Full time, exempt (some evenings and weekends required)
Salary: \$43,000 - \$48,000 plus benefits

POSITION SUMMARY

The Communications & Marketing Manager is a full-time position that uses compelling storytelling to increase GTCYS' visibility, student enrollment, concert audiences, and fundraising. Primary responsibilities include hands-on creation of engaging stories, marketing materials, digital and graphic content, advertisements, and communications to support GTCYS' strategic goals, EDI initiatives, and events.

This role reports to the Executive Director and also collaborates closely with the rest of GTCYS' team to support communications needs across the organization. The ideal candidate will have a strong musical background and passion for music education, plus local experience in the Twin Cities area. GTCYS offers a hybrid schedule balancing remote and in-office work.

RESPONSIBILITIES

- Develop and execute communications strategies and calendar.
- Create compelling and consistent content, including digital and print marketing materials, e-newsletters, social media posts, videos, recordings, web content, concert descriptions, and advertisements to reach varied audiences across multiple platforms.
- Develop, execute, and analyze promotional activities to increase engagement around GTCYS' concerts, programs, and news.
- Manage day-to-day social media activities; create and publish content for Facebook, Instagram, Twitter, YouTube, LinkedIn.
- Take photos and videos at GTCYS activities and events; some evenings and weekends required.
- Develop and manage internal and external advertising initiatives.
- Coordinate concert ticket sales and strategies.
- Help identify new opportunities to expand revenue streams.
- Manage relationships with vendors and other external partners.
- Collaborate across GTCYS' staff to support communications needs and ensure consistent use of GTCYS' branding and key messages.
- Deliver results within time, scope, and budget.

QUALIFICATIONS

- 2-4 years of relevant experience in marketing, communications, or advertising
- Strong understanding of digital engagement and experience managing social media calendars, creating campaigns, and developing content on Facebook, Twitter, Instagram, and LinkedIn
- Eye for strong visual design, and direct experience with photography and videography editing
- Robust creative writing skills for compelling storytelling across various media platforms
- Superb organization skills, attention to detail, and deadline-driven
- Ability to generate creative ideas, self-motivate, and prioritize tasks in a fast-paced environment
- Resourceful outlook and ability to recommend and implement technology solutions
- Technical skills:

- Proficiency with Microsoft Office applications
- Graphic design skills for print and web
- Proficiency with Adobe Creative Suite, MailChimp, WordPress
- Video creation and editing experience
- Working knowledge of website analytics tools and engagement tactics
- Musical background, passion for music education, and desire to work with a youth arts organization
- Bi-lingual in Spanish a plus

GTCYS is committed to building an inclusive, culturally diverse, and equitable environment. We encourage qualified applicants to apply, including applicants of color and others with experience working with underrepresented communities.

BENEFITS

GTCYS offers health insurance, dental insurance, 3% retirement match, generous paid time off, holidays, and a hybrid work schedule.

TO APPLY

Combine the following documents into a single pdf and email it to executive director Megen Balda at megen@gtcys.org by September 1.

- Cover letter describing how your professional experience and skills align with this role
- Resume
- Portfolio of work (including video samples) which demonstrate your ability as an ideal candidate
- Three professional references

ABOUT GTCYS

The Greater Twin Cities Youth Symphonies (GTCYS) broadens access to instrumental music and serves more than 15,000 children and adults annually through its core educational programs, community activities, and performances. Led by Artistic Director Mark Russell Smith and nine conductors, GTCYS serves more than 1,000 students ages 8-18 through 10 school-year orchestras, summer activities, and Harmony strings instruction program. Committed to increasing access and breaking down barriers, GTCYS provides more than \$140,000 in need-based tuition assistance and support for private lessons. GTCYS typically presents 30 annual concerts at Orchestra Hall, Ted Mann Concert Hall, and free community concerts at homeless shelters, schools, and care centers across the Twin Cities. Started in 2016, GTCYS' equity, diversity, and inclusion initiatives remain a top priority. GTCYS celebrated its 50th Anniversary Season in 2021-22 and is poised for continued momentum. For more information, visit www.gtcys.org.

August 2022