

GREATER TWIN CITIES YOUTH SYMPHONIES (GTCYS)

Position: Communications Manager
Reports to: Executive Director
Category: Full time, exempt (some evenings and weekends required)
Salary: \$50,000 - \$58,000 depending on qualifications, plus benefits (health insurance, dental insurance, 3% 401K match, generous PTO and holidays, summer Friday half-days, a remote work option (in the Twin Cities), 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 Executive Director and collaborates closely with the rest of GTCYS' team to support communications needs across the organization. This is a remote role in the Twin Cities area, with in-office work as needed or desired 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.
- Create content to reach existing and new stakeholders across multiple platforms through e-newsletters, social media, videos, web content, event notices, and advertisements.
- 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.
- 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.
- Coordinate concert ticket sales for internal and external ticketing platforms.
- Manage event livestreams, partnering with vendors as needed.
- Attend occasional program activities and most concerts to take photos and video (some evenings and weekends required).
- Accompany GTCYS' Symphony on 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), 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.
- Deliver results on time, and within scope and budget.

QUALIFICATIONS

- 2-4 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
- Superb organization skills, attention to detail, and ability to self-motivate and prioritize tasks with a small team
- Initiative and willingness to learn
- Resourceful approach and can-do attitude
- Preferred technical skills:
 - Proficiency with Adobe Creative Suite
 - Experience with WordPress, MailChimp, and Microsoft Office applications
 - Video creation and editing experience
 - Working knowledge of website analytics tools and engagement tactics
- Musical understanding, passion for music education, and genuine 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% 401K match, generous paid time off, holidays, summer Friday half-days, a remote work option (in the Twin Cities), and parking stipend for in-office work.

TO APPLY

Combine the following documents into a single pdf and email it to executive director Megen Balda at megen@gtcys.org. The position is open until filled and application materials will be reviewed on a rolling basis.

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

- Resume
- Portfolio of work, including graphic design and video samples
- 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 1,100 students ages 7-18 through 10 school-year orchestras, summer activities, and Harmony strings instruction program. Committed to increasing access and breaking down barriers, GTCYS provides \$180,000 in need-based tuition assistance and support for private lessons. GTCYS typically presents 25 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 have demonstrated strong results and 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.

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