

Job Opening: Director of Marketing and Communications

Description:

Under the direction of the Executive Director, the Director of Marketing and Communications will strategize and implement overall marketing and communications activities including all publications, newsletters, social media, brochures and website; working to ensure that the message of the New School of Music is consistent and clearly communicated in the community. This is a 15 hr/week salaried position with room for professional growth in the fields of marketing and fundraising.

This is a hybrid position; candidates will come to our Cambridge school for in-office work at mutually agreeable times 2-3 days per week. (Free off-street parking is available; the office is a 0.7-mi walk from the Harvard Square T stop.) Candidates must also be available on occasional evenings and weekends for NSM events.

Specific Responsibilities:

- Develop and execute comprehensive marketing and communications plans, to include responsibility for creating an annual marketing/communications campaign schedule and managing the approved budget.
- Design a wide range of marketing materials such as flyers, class brochures, fundraising invitations, postcards, online and print ads, and other similar material.
- Expand presence, maintain, monitor, and promptly respond to social media users (Instagram and Facebook)
- Maintain and update content of NSM's website, keeping it fresh, interactive and accurate at all times
- Provide analysis of monthly website statistics
- Create monthly e-newsletters profiling NSM constituents, promoting events, and reporting on other agency news.
- Responsible for media communications, including writing press releases and calendar listings
- Develop and maintain a database of media contacts and other similar distribution lists
- Assist Executive Director with communications with donors and the community in general
- Support other New School of Music events and programs as assigned

Qualifications:

- A minimum of 3 years experience in marketing or related field
- Highly creative and demonstrated ability to develop and implement a marketing campaign to strengthen the image and impact of an organization.



- Knowledge of Cambridge and Boston media markets preferred
- Ability to work independently
- Strong graphic design background
- Exceptional communicator with strong writing, editing, and proofreading skills.
- Extremely detail-oriented, well-developed organizational skills
- Commitment to excellence and demonstrated experience managing a project from concept to completion; proven self-motivation and accountability is a must.
- Fluency in verbal and written English is necessary for this position.

How To Apply:

Interested candidates should send a letter of interest, resume, and the contact information for 3 references to Anne Riesenfeld, Executive Director at director@newschoolofmusic.org. Please use the subject line: Director of Marketing and Communications and include your name in the cover letter and resume file names.

Application deadline is September 6, 2024

Applications will be reviewed and filled on a rolling basis.

Salary:

\$15,000 / Per year

About the New School of Music:

The New School of Music was founded in 1976 by composer, conductor, and musician Nicholas Van Slyck who identified a need in the area for access to high-quality music education and engagement. Driven by the belief that an organization dedicated to fostering a love and understanding of music through our community could address this need by providing access to music lessons, building community, fostering creativity, and providing performance opportunities for its students of all ages, Mr. Van Slyck brought his vision to life. Since its founding, NSM has stayed true to its original mission, today with a team of over 20 teaching artists, and has made a significant community impact through serving students of all ages in and around Cambridge.

The New School of Music is an equal opportunity employer. Applicants will not be discriminated against because of race, sexual orientation, sex, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.

Learn more at www.newschoolofmusic.org