

ROCKPORT MUSIC EMPLOYMENT OPPORTUNITY

JOB TITLE: Marketing Associate (Full-time, 40 hours/week)

REPORTS TO: Director of Marketing

GENERAL DESCRIPTION: Rockport Music seeks an enthusiastic individual with excellent organizational skills, strong acumen for computer software and social media, as well as a passion for the performing arts, to join Rockport Music's marketing team promoting concerts and events at the acclaimed Shalin Liu Performance Center.

QUALIFICATIONS: Bachelor's degree required. Knowledge or background in music preferred. Attention to detail and follow-through of tasks are necessary. Strong organizational skills with ability to handle a varied workload and unexpected needs are essential. Experience and use of social media essential, as well as strong computer skills, especially Microsoft Office. Excellent communications skills, both internal and external, a must. Knowledge of Tessitura a plus. Flexibility with working some evenings or weekend, when needed.

The ideal candidate will be highly organized, flexible, with ability to coordinate multiple projects. Excellent communication skills and ability to work in a team environment.

TYPICAL DUTIES:

- Project Management of Fall-Winter concert programs, including in-house printing
- Update the Marquees and Monitors on a weekly basis, as well as maintaining all marketing materials are present at the concert hall.
- Manage social media marketing and posting for Facebook, Instagram and Twitter
- Manage the Google Adwords Campaign and its budget. Consistently review Google analytics data for web traffic effectiveness.
- Coordinate and implement distribution of posters and other materials to appropriate outlets throughout the Northshore. Responsible for coordinating all extra signage promoting concerts and festivals. Mass distribution utilizing volunteers is done 3/year, but more localized distribution done weekly during summer months.
- Utilizing Tessitura, a CRM ticketing software, coordinate mailing lists for direct mail campaigns, as well as use of Rockport Music's mobile app for sales.
- Organize artist approvals for video-recording/livestreaming of concerts, especially for the festivals.
- Proofing emails, programs, and other communications and marketing materials, ensuring all text is without errors, links are correct, programs are accurate, etc.
- Organization of digital files, including images, artist biographies, etc.
- Manage the input of event listings on external websites
- Additional duties as assigned, may include writing, formatting/designing collateral, photography, manning livestreaming video cameras, etc.
- Provide support, as needed, for marketing needs to other departments, i.e. Education, Development, Rentals

EXPERIENCE: 1-3 years experience preferred. Salary commensurate with experience.

ABOUT ROCKPORT MUSIC: Originally established as the Rockport Chamber Music Festival in 1981, Rockport Music is nationally recognized for featuring the world's foremost musicians. Now presenting over 120 concerts from a wide variety of genres year-round, Rockport Music's highly acclaimed Shalin Liu Performance Center (which opened in June 2010) offers superb, state-of-the-art acoustics in an intimate setting and an unparalleled view of the ocean. With a lasting commitment to musical education, Rockport Music impacts over 10,000 youth and adults annually through community outreach programs.

APPLICATION

Please send cover letter, resume and references to:

Karen Herlitz

Director of Marketing

Rockport Music

kherlitz@rockportmusic.org