

# POSITION ANNOUNCEMENT

## MARKETING ASSOCIATE



**Posting Date:** August 2022  
**Status:** Half time, 20-25 hrs/ wk (hybrid)  
**Reports To:** Director of Advancement

The Pensacola Children's Chorus seeks an organized, personable, and responsible public relations professional to serve as its Marketing Associate. As a creative, detail-oriented, forward-thinking team-player, the Marketing Associate will work alongside the Director Advancement, Artistic & Executive Director, existing staff, and Board of Directors to advance the organization's mission and vision of transforming the community through music education and performance.

The Pensacola Children's Chorus (PCC) serves as the premier provider of youth-centered community music education for Northwest Florida. A nonprofit youth choir with a healthy annual budget, the Pensacola Children's Chorus boasts 10 resident ensembles comprised of nearly 300 singers in grades 1 through 12. Fusing healthy choral singing and vocal training with the performance skills of musical theatre, the organization boasts an impressive schedule of performances which reach 25,000+ audience members each year. In addition to its regular season programming, PCC serves as a model for positive youth development through choral singing by offering unique ensemble models and performance opportunities which promote community service, personal growth, and leadership. Entering its 33<sup>rd</sup> year with the 2022-2023 season, PCC is extending its programmatic footprint beyond Downtown Pensacola with new initiatives in agrarian communities and neighborhood resource centers. In these efforts and more, PCC is renewing its commitment to be the *community's* youth choir. There's no better time to be a part of PCC!

### **Purpose of Position**

The Marketing Associate (MA) promotes the programs and impact of PCC throughout local, regional, and national audiences. With a focus on storytelling, design, and advocacy, the MA guides brand image, generates print and electronic marketing materials, creates and manages social media content, and interfaces with media partners.

### **Essential Duties & Responsibilities**

- Promote the brand and message of the organization in all marketing;
- Implement marketing strategy as directed by senior staff and Board;
- Design a variety of graphics and artwork to be featured on print, online, and digital marketing materials;
- Generate regular social media content that aligns with programs, relevant messaging, and strategic priorities;
- Partner with select PCC members to stay up-to-date on relevant interests and trends in order to create engaging content for the organization's target audience;
- Compose and disseminate electronic mail campaigns to various markets, audiences, and stakeholders;
- Write and distribute press releases to relevant media contacts;
- Work with the Director of Advancement to foster new and existing local, regional, and national media partners;
- Create and furnish marketing materials to media partners in accordance with formal agreements;
- Attend staff meetings, board committee meetings, and other engagements upon request;
- Assist with major programming and fundraising events as needed;
- Handle sensitive information in a confidential manner, and;
- Other relevant duties as requested by the Director of Advancement or Artistic & Executive Director.

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## **Qualifications & Capabilities**

- Affinity toward PCC's mission to foster the personal and social growth of its members and engage the community through inspirational musical experiences;
- Associate's degree or above in marketing, graphic design, public relations, or a related field;
- At least 3 years of employment as a marketing or public relations professional (experience with youth programs, arts, or nonprofit business preferred);
- Strong proficiency in design software (Photoshop and Canva preferred);
- Strong knowledge of e-mail marketing (Constant Contact or MailChimp preferred);
- Ability to work creatively both independently and with direction, as well as in collaborative environments;
- Personality which intersects easily with both youth and adults;
- Strong organizational, oral communication, and written communication skills;
- Demonstrated computer literacy, and;
- Experience working with a community arts organization (preferred).

## **Compensation & Benefits**

- \$18,000-\$22,000/year
- 15 hours paid vacation
- Flexible sick and personal leave
- 120 hours paid holiday leave
- Opportunities for bonuses performance-based raises

## **How to Apply**

Interested candidates should prepare the following:

1. Cover letter that expresses interest for position and summarizes relevant qualifications;
2. A résumé which highlights relevant work experience;
3. 2-3 high quality work samples;
4. References with phone number and e-mail address.

All applications will be acknowledged with an e-mail reply within a few days of receipt. References will not be contacted without prior permission from the candidate. Any offer of employment is contingent upon successful completion of a background check.

Please e-mail materials to Alex Gartner, Artistic & Executive Director, at [jobs@pensacolachildrenschorus.com](mailto:jobs@pensacolachildrenschorus.com), by no later than August 26, 2022. Applications will be reviewed as they are received.