

## **Vacancy Announcement for Immediate Opening**

### Part-Time Media & Marketing Coordinator

Reporting to the Business Manager, the Media & Marketing Coordinator will have the following responsibilities, goals, and experience:

- Ensure all RGMC events are effectively promoted through both traditional and new media channels within budget with goal of increasing annual RGMC individual concert and season ticket sales.
- Maintain, update and provide periodic reports to ensure RGMC website design and data is fresh, current & driving revenue
- Promote the mission and vision of the chorus through all possible media outlets
- Write brochures, press releases, articles and other promotional materials
- Write content for social media venues (Facebook, Twitter, Website, etc.)
- Update and maintain up-to-date media/press kit and press contact list
- Develop promotional campaigns for social media and monitor the results
- Increase the chorus's social media footprint
- Conduct interviews and/or arrange media interviews
- Participate in staff and board meetings.
- Proofread and edit all marketing/promotional material
- Represent the Chorus by attending concerts, fundraising and special events
- Other projects and/or duties as assigned

The successful candidate will possess strong interpersonal and communication skills and be able to work both independently as well as in a team environment. The ideal person would be self-motivated and have strong time management skills. Required Competencies include:

- Past Marketing/Public Relations experience desired
- Self-motivated, with strong time management skills and the ability to handle concurrent projects in a deadline driven environment
- Strong organizational skills
- Ability to collaborate effectively with the RGMC Board, Staff, Membership and Alumni in order to produce quality promotional materials
- Proficiency in the use of MS office and major social media outlets
- Be available on-site at RGMC concerts and assigned events to assist Business Manager as directed, which includes: VIP care, merchandise sales and handling Press/Media
- Demonstrated track record of driving productive & creative relationships with multiple stakeholders - Board, Members, Alumni, audiences, media and community organizations in similar organization
- Must have passion and desire to use expertise in web/media/community relations to support the mission of the RGMC "Promoting Social Change Through Choral Excellence"

***This is a general job description and is not to be construed as all-inclusive***

To apply for this position please submit via email, or postal mail, a cover letter, resume and a sample of past written work. Email [marketing@thergmc.org](mailto:marketing@thergmc.org) or mail to Marketing Director Search, C/O Rochester Gay Men's Chorus, 121 N Fitzhugh St, #315, Rochester, NY 14614

- Compensation: Annual Stipend \$4500 (paid monthly)
- RGMC is a non-profit organization.
- Principals only. Recruiters please don't contact this job poster. Please do not contact job poster about other services, products or commercial interests.