



**JOB TITLE:** Marketing & Publications Manager  
**REPORTS TO:** Executive Director  
**STATUS:** Full time exempt

**MISSION:** The mission of Empire State Youth Orchestra is to challenge and inspire young people to achieve excellence through music in a rigorous learning environment leading to high-level performance opportunities.

**JOB SUMMARY:** Under supervision of the Executive Director, this position is responsible for managing all efforts to design, drive, and implement marketing, advertising, social media, and public relations strategies to meet and/or exceed ESYO's short and long-term goals.

### **ESSENTIAL JOB DUTIES**

- Build and maintain relationships with press and media contacts, and act on opportunities for earned media with a focus on print stories.
- Support PR consultant in the creation of all media advisories, press releases, etc.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Develop and implement organization messaging, brand development and creative marketing strategy, including but not limited to identifying and developing compelling stories and content that reflect the organization's strategic priorities, messaging and image.
- Manage, produce and publish print and digital communications pieces and campaigns, including but not limited to: annual report, annual appeal, print newsletters, concert programs, event and campaign specific publications, etc.
- Create visual communications to convey messages in an effective and aesthetically pleasing manner, including brochures, logos, signs, impact reports, advertisements, and other communication materials using technology, including computer software programs.
- Cultivate and manage relationships with printing companies, mail house, web/graphic designers, photographers and other vendors.
- Maintain and use ESYO's website to develop and reinforce organization's mission and vision by creating content for social media platforms.
- Manage and implement social media strategies: Facebook, Twitter, LinkedIn, YouTube, etc.
- Monitor and optimize online performance data using analytics insights tools.
- Ensure appropriate communication and marketing strategies for ESYO events and manage all online components.
- Secures advertising contracts to meet sales goals for ESYO playbills.
- Attend ESYO concerts and events as requested.

### **ENTRY LEVEL REQUIREMENTS**

- Bachelor's degree in marketing or communications (preferred).
- Minimum 5 years of professional experience in related activities, such as a marketing, fundraising, special event management and communications preferred.
- Must have excellent verbal and written communication skills, including editing skills.
- Creative thinker with innovative and strategic approach to marketing.

- Working knowledge of CRMs and DMSs; experience with Constant Contact and Salesforce/Patron Manager a plus.
- Must possess an expertise in growing social media followings.
- Strong attention to detail, highly organized, process-oriented, proactive and able to handle multiple assignments and deadlines
- Strong problem-solving skills; responsive and flexible to evolving responsibilities and dynamic environment.
- Proficiency in Microsoft applications (Word, Excel, PPT) and Google Suite (Gmail, Drive, Docs, Sheets).
- Working knowledge of Joomla and/or similar CMS platform a plus.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator) a plus.
- Ability to lift up to 30 pounds.

**HOW TO APPLY:**

Please send a cover letter, resume, and three professional references to [rcalos@esyo.org](mailto:rcalos@esyo.org) with Marketing & Publications Manager and your first initial and last name in the subject line.