



Fort Wayne Children's Choir seeks Marketing Coordinator

Date posted: December 3, 2021

Location: Fort Wayne, IN

Web page: fwcchoir.org

The **Fort Wayne Children's Choir (FWCC)** seeks a Marketing Coordinator to contribute to the vision of the organization. The FWCC is searching for a highly organized, energetic individual committed to supporting the mission of the organization.

The Fort Wayne Children's Choir has been a vibrant part of the Northeast Indiana community for over 45 years and teaches music literacy to children from diverse backgrounds through song and performance.

Position profile:

The successful candidate will be a strong communicator, with exceptional organizational skills, and exhibit a passion for working in the arts. She/he will invest time both in and out of the office and be visible in the community.

Job Summary:

The part-time Marketing Coordinator will be responsible for creating and overseeing the implementation of a strategic marketing plan. This position requires a strong commitment to the Fort Wayne Children's Choir mission and programs. The successful candidate will possess strong communication, time and project management, creative problem solving, and engaging storytelling skills. The successful candidate will have the ability to work independently and in a team setting.

Responsibilities & Duties:

- Oversee and execute the Marketing Plan while promoting the goals and guidelines set forth by the Executive Artistic Director, Board of Directors, and Marketing Committee.
- Implement the Fort Wayne Children's Choir marketing, development, and recruitment plans to support revenue generation, program growth, and sustainability.
- Take the initiative to research and produce content to support the Fort Wayne Children's Choir's strategic plan, fundraising campaigns, concerts, and other identified priorities.
- Interact positively and professionally with the public, families, parents, donors, Purdue University Fort Wayne, volunteers, and other collaborators.
- Utilize print, digital, social media, email, website, advertising, and news media to share the mission and programs of the Fort Wayne Children's Choir.
- General Marketing
 - Manage and report metrics that align with the strategic plan.
 - Manage marketing materials for all concerts, recruitment, and general publicity.
 - Develop media relations.
 - Coordinate ticket sales with the FWCC Operations Manager and the Arts United Box Office.

- Attend weekly staff meetings and establish a minimum of four in-office hours per week.
- Participate in annual staff retreats.
- Attend monthly Marketing Committee Meetings.
- Participate in continued education to stay informed of new developments and resources as it relates to the job.
- Development
 - With the Director of Development, manage materials for events and donor / sponsor communication.
 - Work closely with Development staff for promotion of concerts and events.
 - Contribute to the execution of sponsor recognition, donor communication, development events, and the overall approach to supporter communications.
- Other duties as assigned.

Compensation and Benefits:

The Marketing Coordinator is a part-time position, working 8-15 hours/week with flexible hours. Meetings, concert performances, special events, and Board and Committee work may occur outside of regular business hours. Compensation is \$25/per hour.

Qualifications:

- Possess a Bachelor's degree in a related field
- Experience in multiple software platforms including, but not limited to, Word, Excel, Google Suite, Canva, Adobe, and other video editing programs in addition to social media channels
- Willingness to work as a member of a team
- Excellent communication, interpersonal, networking, administrative, and collaboration skills
- Ability to prioritize tasks with competing needs
- Three years of experience in marketing and communications or related field (preferred)
- Experience in the non-profit sector (preferred)

Application procedure:

The position will remain open until filled. Review of materials will begin January 3, 2022.

Candidates must submit the following materials electronically in PDF format:

1. Cover letter
2. Resume
3. Three references

Email to: Jonathan Busarow, Executive Artistic Director, jbusarow@fwcchoir.org

Please state **Marketing Coordinator Search** in subject line of the email.

Questions may be directed to Jonathan Busarow, Executive Artistic Director, at (260) 481-0481 or via email at jbusarow@fwcchoir.org.