



2008 / 2022 Conductor of the Year ■ 2000 / 2007 / 2021 Youth Orchestra of the Year ■ 2005 / 2015 / 2022 Programming of the Year

TITLE: Marketing & Communications Manager

REPORTS TO: Executive Director

SUPERVISES: Social Media Coordinator

HOURS AND SALARY: This is an exempt position, based on an estimated 40 hours per week. The position is salaried (\$45,000-\$55,000) and eligible for benefits. This position will work largely independently, with a flexible schedule outside of occasional scheduled meetings. The nature of the position will require the Manager to work some evenings and weekends, including Sundays during the EYSO season.

WORK ENVIRONMENT: This position will work in a hybrid remote capacity, with some regular weekly hours onsite at Elgin Community College (ECC) and EYSO's administrative offices (downtown Elgin, IL) as needed for rehearsals, concerts, and other events.

SUMMARY

The Marketing & Communications Manager works with the Executive Director to develop strategies and plans to increase awareness of EYSO, grow program enrollment, and expand audiences, and they are responsible for executing on those plans. The Manager works closely with the Development Director and Director of Membership & Operations, and they serve as a staff liaison to the Board's Awareness Committee.

This position requires someone who is self-directed and skilled at learning new systems and skills. They must possess strong written and verbal communication skills, and they should have experience working with or a willingness to learn Microsoft Office applications, CRM systems, email marketing and digital advertising platforms, and web analytics. An appreciation for or experience with classical music is a strong asset.

PRIMARY DUTIES AND RESPONSIBILITIES

Digital Communications

- Write, produce, and distribute all external email communications, adjusting content and strategies based on prior performance
- Manage all digital advertising on the Meta Advertising platform (Facebook and Instagram) and Google Ads
- Work with the Social Media Coordinator to develop content and manage the publication of all material for Facebook, Instagram, and other social media channels
- Maintain information on the EYSO website, and identify key engagement metrics to track in Google Analytics

Print Communications

- Coordinate the production of program materials for season concerts (typically 7 annually), working in collaboration with artistic and operations staff, design team, and outside vendors
- Write and distribute press materials to targeted lists of local, regional, and national media
- Establish and maintain relationships with outside promotional partners, and manage the design and production of all advertising assets
- Support the Development Director in writing, designing, and publishing communications materials for 3-4 multi-channel fundraising campaigns each year and the monthly Taking Note newsletter
- Collaborate with the Executive and Artistic Directors, Development Director, and Director of Membership & Operations in the development of other communications materials as needed
- Assist the Executive Director in preparing marketing performance reports for the Board of Directors and Awareness Committee

QUALIFICATIONS

- 3-5 years of experience working in marketing, communications, public relations, or a related role
- Strong written and verbal communications skills; Spanish proficiency highly valued
- Skilled project manager with an ability to juggle multiple projects and competing priorities
- Understanding of current best practices in email marketing, digital advertising and press relations
- Experience with (or willingness to learn) email marketing systems, website content management systems, Meta Advertising, Google Analytics and Advertising, and CRM software

- Knowledge of or experience in classical music or the performing arts a plus

ABOUT EYSO

Since its beginnings as a small string orchestra in 1976, the Elgin Youth Symphony Orchestra has grown to a community of nine large ensembles and a thriving Chamber Music Institute (CMI). EYSO serves students from 70 Chicagoland communities and has a national reputation for providing students with an engaging musical experience and a comprehensive learning environment promoting curiosity, imagination, and critical thinking. Students explore a thematic curriculum each season—one which helps students develop artistically and technically, and prepares them for a future of complex ideas, creative risk-taking, and leadership as global citizens.

In addition to seven orchestral and chamber music concerts each year, EYSO programs include a Summer Chamber Music Camp, a Fall Camp for enrolled ensemble members, community chamber ensembles performances, special events, and more.

EYSO is an equal opportunity employer. We are dedicated to educating a diverse group of musicians and affirm our commitment to a community in which all students and staff are accepted as individuals, independent of ancestry, social background, race, gender, disability, sexual orientation, physical characteristics, or personal beliefs.

To Apply: please submit a resumé and cover letter to Daniel Meyers, Executive Director at dmeyers@eyso.org