

TITLE: Marketing Communications Assistant

REPORTS TO: Executive Director

HOURS AND SALARY: This is an exempt position, based on an estimated 25 hours per week. The position is salaried (\$30,000-35,000). This position will work largely independently, with a flexible schedule outside of occasional scheduled meetings. The nature of the position will require the Assistant 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 in EYSO's offices at Elgin Community College (ECC) as needed for rehearsals, concerts, and other events.

SUMMARY

The Marketing Communications Assistant works with the Executive Director to execute plans to increase awareness of EYSO, grow program enrollment, and expand audiences.

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
- Develop social media content and manage the publication of all material for Facebook, Instagram, and other social media channels
- Manage all digital advertising on the Meta Advertising platform (Facebook and Instagram) and Google Ads
- Maintain information on the EYSO website, and identify key engagement metrics to track in Google Analytics

Print Communications

- Collaborate with the Executive Director to write and distribute press materials to targeted lists of local, regional, and national media
- Proofread concert program books and assist with the collection of program materials
- Assist in the development and creation of other communications materials such as posters, postcards, and brochures

Other responsibilities

- Assist the Executive Director in preparing marketing performance reports for the Board of Directors and Awareness Committee
- Assist in the front-of-house for EYSO concerts and select other events

LEADERSHIP

Matthew Sheppard, Artistic Director
Daniel Meyers, Executive Director
Anthony Riani, Board President

QUALIFICATIONS

- Experience working in marketing, communications, public relations, or a related role
- Strong written and verbal communications skills; Spanish proficiency highly valued
- Self-directed with an ability to juggle multiple projects and competing priorities
- 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

To Apply

Submit a resume and cover letter to Daniel Meyers, Executive Director (dmeyers@eyso.org).

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 four large ensemble concerts and two chamber music recitals each year, EYSO's events and programs include a Summer Chamber Music Camp, Fall Camp for enrolled students, community performances by Honors Chamber Ensembles, recruitment tours to area schools, special events, weekly rehearsals, and more. The Marketing & Communications manager supports all these initiatives, in partnership with Operations and Development staff.

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.