



**BOSTON YOUTH
SYMPHONY
ORCHESTRAS**

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MARKETING ASSISTANT**

Boston Youth Symphony Orchestras (BYSO) firmly believes in the power of high-quality classical music experiences to change lives. At BYSO, students receive a transformative music education through our nationally-renowned orchestras and outreach programs- an education that is rooted in excellence develops life-long skills such as self-confidence, team-work and leadership. To support these efforts, BYSO is seeking a motivated Marketing Assistant. A key member of the Marketing team, the Marketing Assistant will work directly with the Director of Marketing and Public Relations to heighten the visibility of BYSO while promoting and facilitating all areas of marketing and communications for a flourishing organization. This is a full time position; some evenings and concert performance weekends are required.

ESSENTIAL FUNCTIONS:

- Work in tandem with the Director of Marketing to enhance BYSO's visibility throughout Boston, New England, US and abroad.
- Communications Strategy and Audience Development: Assist in the development and strategic communication plan. Maintain branding standards in all materials. Identify and target new audiences. Devise strategies for monitoring the success and data tracking of strategic marketing efforts.
- Box Office/Ticketing: Oversee and support the robust ticketing, box office efforts of the department and serve as the box office point person for all BYSO concerts and events.
- Publications: Manage the design process and creation of multiple collateral and concert program books that reinforce the organizations brand and emphasize musical excellence.
- Digital Marketing/Social Media/Analytics: Responsible for devising, implementing, and analyzing integrated social media strategies and campaigns. Manage website in order to keep the site dynamic and current and collaborate with staff to develop captivating content for site. Generate and present regular reports that evaluate website visitors, social media metrics, digital ad campaigns, Email marketing results.
- Advertising: Assist in strategy for outgoing ad plan and oversee the plan for incoming advertising.
- Product Merchandising: Responsible for BYSO merchandising efforts including the design, ordering, sales and inventory. Oversees the creation/distribution of performance audio/cds.
- Administrative: Prepare, manage and forecast specified areas of marketing budget. Monitor monthly cash flow reports. Manage year-end projections. Provide weekly,

monthly reports to Director of Department and Executive Director. Supervise interns and/or work study students. Other special projects as assigned.

QUALIFICATIONS:

- Bachelor's Degree required, with 1-3 years of experience in marketing/communications/public relations
- Box office experience desired
- High level skill and experience with social media platforms
- Strategic thinker with innovative vision and creativity
- Extensive knowledge of Microsoft Excel
- Basic graphic design skills are a plus
- Excellent professional and creative writing skills
- Exceptional customer service skills
- Detail-oriented, capable of working under pressure, managing deadlines, and managing multiple projects
- Ability to work independently as well as part of a team
- Interest in marketing communications for non-profit, appreciation and/or knowledge of classical music or performing arts is highly desirable

To Apply: Please send cover letter and resume to Erin Keegan Ianni, Director of Marketing and Public Relations at keegan@bu.edu