



## **BOSTON YOUTH SYMPHONY ORCHESTRAS**

### **BOSTON YOUTH SYMPHONY ORCHESTRAS MARKETING ASSOCIATE**

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 Associate. A key member of the Marketing team, the Marketing Associate 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 non-exempt, full time position; some evenings and concert performance weekends are required.

#### **ESSENTIAL FUNCTIONS:**

- Work in collaboration with the Director of Marketing to carry out the detailed marketing strategy that will enhance BYSO's visibility throughout Boston, New England, US and abroad
- **Box Office/Ticketing:** Oversee and support the robust ticketing and box office operations, including coordination with all performance venues, management of all ticket revenue from partner venues as well as self-produced concerts and events, and maintain accurate ticket inventories, reports and analysis. Communicate with all BYSO families and ticket buyers clearly while considering the sensitivities and needs of BYSO's diverse community.
- **Digital Marketing/Social Media/Analytics:** Produce BYSO's integrated social media plan, including creative, data-informed campaigns, and implement and analyze all strategies. Assist in oversight of BYSO's website in order to keep the site dynamic and current and collaborate with staff to develop captivating content for the site. Produce analytics reports that evaluate website visitors, social media metrics, digital ad campaigns, and email marketing results and present recommendations for changes and improvements.
- **Publications Creative/Design:** Produce all creative design elements for social media using design software and other BYSO assets. Oversee the design process and creation of multiple collateral and concert program books that reinforce the organization's brand and emphasize musical excellence.

- **Advertising:** Create advertising sales strategy for ad space in BYSO program books and other outlets. Fully execute ad sales strategy to hit key revenue targets. Assist in strategy for outgoing ad plan and oversee the plan for incoming advertising.
- **Product Merchandising:** Responsible for BYSO merchandising efforts including the creating and annual sales plan that hits target revenue goals, designing and ordering merchandise, overseeing the creation of all performance audio files/cd's, distributing of all products, managing revenue and expenses, maintaining accurate inventory and preparing and analyzing all reports., sales and inventory. Oversee the creation/distribution of performance audio/cds.
- **Communications Strategy and Audience Development:** Work collaboratively with the Advancement team Assist to development BYSO's strategic communication plan that engages new audiences. Maintain branding standards in all materials. Identify and target new audiences. Devise strategies for monitoring the success and data tracking of strategic marketing efforts. Provide critical data about ticket buyers and audiences to inform BYSO's overall marketing strategy.
- **Administrative:** Prepare, organize and forecast specified areas of marketing budget. Monitor monthly cash flow reports. Manage year-end projections. Provide weekly, monthly reports to the Director of the Department. Supervise interns and/or work study students. Maintain branding standards in all materials. Other special projects as assigned.

#### **QUALIFICATIONS:**

- Bachelor's Degree required
- Minimum of 2-3 years professional experience in marketing, communications, public relations or box office management
- High level skill and experience with social media platforms
- Strategic thinker with innovative vision and creativity
- Extensive knowledge of Microsoft Excel
- Graphic design skills or willingness to acquire them 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

#### **Other details:**

This is a hybrid role that will require 3 in-office days per week in our Boston-based office with occasional additional in-person requirements for donor meetings, concerts, events, etc.

BYSO is a registered 501 (c) 3 organization. BYSO does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity and encourages diversity and inclusion in our workplace.

**Compensation and Benefits:**

This is a non-exempt position at a rate of \$22- \$24 per hour and includes health and dental insurance package.

**To Apply:**

Please send cover letter and resume to Erin Keegan Ianni, Director of Marketing and Public Relations at [keegan@bu.edu](mailto:keegan@bu.edu)