

CONCORD CONSERVATORY OF MUSIC

Marketing and Communications Manager

Who We Are

The Concord Conservatory of Music (CCM) is a nonprofit community music school founded in 2005 in Concord, Mass. Our mission is to cultivate the love and lifelong benefits of music through high-quality, accessible instruction, performance, and community engagement. CCM offers a rigorous education for musicians at all levels, for ages one and up. Over 500 students participate in weekly private and/or group lessons, ensembles, and workshops. The school's faculty includes 37 professional music educators teaching 17 instruments and voice. CCM also presents approximately six concerts a year for the public. To reach even more community members, CCM provides student performances in the community, programs for individuals with unique needs, including Singing with Parkinson's Chorus, and music classes specifically for children with developmental disabilities. CCM also offers financial assistance and reduced or no-cost programs, including group ukulele lessons at the Boys and Girls Club of Assabet Valley.

The Position

The Concord Conservatory of Music is not just a music school. We are a community of music lovers dedicated to making music education and shared music experiences possible for all who wish to participate. We are looking for a full-time Marketing and Communications Manager who shares our passion and is ready to positively impact our community. This is a key role as we expand and grow our programming and philanthropic giving to meet the ambitious goals outlined in the new strategic plan. Your contribution as the Marketing and Communications Manager is integral to the achieving our goals and enriching our community through music.

This professional reports to the Executive Director (ED) and will manage all aspects of the school's marketing and communications. We are seeking an engaging communicator with storytelling skills and creativity who will bring CCM's mission to life and strengthen our awareness and impact in our community. You will have the demonstrated ability to strategically create and execute annual marketing and communications plans, work collaboratively as part of a team, and be nimble when needed.

The position is full-time and hybrid.

Key Responsibilities

Strategy and Management:

Develop and implement the annual marketing and communications plans to support student acquisition, program goals, events, and brand awareness.

Work with the Development group to craft and execute communications strategies that enhance fundraising efforts and effectively demonstrate the need for philanthropic support—assisting with donor communications, particularly with fall/spring appeals.

Oversee the creation and production of all marketing materials, working with the outside graphics designer or creating the design in-house using InDesign or Canva, photographers, and feature writers.

Analyzing the effectiveness of marketing and communications campaigns.

Identify and develop collaborative opportunities with local institutions to capitalize on synergies and broaden reach.

Represent CCM in the community. There will be the occasional night and weekend responsibilities.

Communications:

Manage the strategic brand communications and design aesthetics with internal and external audiences, ensuring clear and consistent messaging and branding across all platforms.

Create and disseminate all internal and external communications across all platforms and channels.

Work with the Development group to craft communications strategies that enhance fundraising efforts and effectively demonstrate the need for philanthropic support.

Manage CCM's public relations efforts including, writing press releases, pitching and securing area coverage, and building relationships with media outlets and local partners.

Digital Strategy:

Shape and execute a comprehensive digital strategy integrating CCM's website, social media platforms, and digital marketing efforts that enhance brand awareness and foster community engagement around CCM's program offerings.

Oversee the website with routine updates, showcasing programs, collections, and member activities.

Work with an analytics consultant to enhance website traffic and engagement and monitor digital performance metrics.

Qualifications: Experience, Knowledge, Skill, and Ability

The ideal candidate will possess

At least 5 years of experience in the marketing and communications field, with digital strategy and execution experience.

A solid foundation in communication strategies, including experience crafting and implementing comprehensive marketing and communication plans from the initial stages.

Demonstrated media and public relations expertise, particularly writing for various media types and lengths.

Experience with website content management systems (WordPress), email marketing tools (Constant Contact), and customer relationship management/ticketing software.

Extensive work with social media management, including Instagram, Facebook, and LinkedIn.

Working knowledge of the Adobe Creative Suite and Canva.

Photography, videography, and graphic design experience is a plus.

Music, performing arts, or non-profit experience preferred

To Apply

Please submit a cover letter, resume, and contact information, including in the subject line Marketing and Communications Manager to [Kyoder at concordconservatory dot org](mailto:Kyoder@concordconservatory.org). No phone calls, please.

We are an equal-opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We value a diverse workforce.