

Communications Manager

Reports to: Director of Marketing & Communications
Direct Reports: Works regularly with marketing vendors, including graphic designers
Status: Full-time, salaried, regular, non-exempt
Compensation: \$60,000/year plus benefits including: access to health insurance, 403b retirement plan, parking in downtown Worcester
Start Date: As soon as possible

Position Description

The Communications Manager will work closely with the Director of Marketing & Communications to design and implement strategies to maximize revenue from ticket sales and the annual fund. The person will have primary responsibility for executing the communications strategy for Music Worcester, including email marketing, social media, website updates, and direct mail. In addition to marketing responsibilities, the Communications Manager will work with the Director of Marketing & Communications and Executive Director on fundraising efforts.

This position works primarily during regular business hours with some evening and weekend work required for performances, which will be scheduled in advance. Currently, Music Worcester staff works remotely on Mondays and Fridays and are in the Downtown Worcester office on Tuesdays, Wednesdays, and Thursdays.

Primary Responsibilities

Leads marketing, patron, and communications campaigns each season with goal of Music Worcester maximizing overall income

- Help implement annual marketing budget to achieve individual concert and full season sales goals
- Serve as primary staff member creating and monitoring email campaigns, updating website
- Assist in creation of ads - print, digital, radio, etc.
- Oversee the social media calendar and strategy, lead internal social media committee
- Assist in development functions, including newsletters, business partner program, solicitations, annual reports, special event and reception invitations, and general correspondence
- Monitor and help evaluate relationships with all vendors related to graphic design, digital and print advertising, communications, press relations, marketing email systems, and marketing consultants
- Implement consistent branding of Music Worcester across all media and channels
- Research strategies for increasing concert and event attendance, including evaluation of advertising buys with current and new media outlets
- Work with box office manager to recommend dynamic pricing wherever possible to maximize earned income

Fiscal management

- Track marketing budget and vendors, including managing accounts payable
- Prepares revenue related reports and dashboards as needed

General

- Attends and presents at Marketing Committee meetings as needed
- Attends Music Worcester concerts and leads pre and post-concert receptions logistics and hosting
- Interact regularly with PR consultants, especially for press releases and visual assets from artists and ensembles

Qualifications

Minimum Qualifications

- Minimum 3 years of marketing and/or fundraising experience
- Strong written communication skills, particularly writing for a variety of media types and lengths
- Attention to detail and strong project management and organizational skills
- Familiarity with or ability to master website content management system (we use WordPress), email marketing tools (we use MailChimp), and customer relationship management/ticketing software (we use PatronManager, built on Salesforce)
- Experience with social media, particularly Facebook and Instagram
- Music, performing arts, or non-profit experience preferred

Qualifications that will make you stand out

- 5+ years experience across any combination of marketing, communications, fundraising and digital strategy roles
- Strong knowledge of the performing arts, music (specifically classical, jazz, and/or folk genres), and colleagues and competitors of Music Worcester regionally and nationwide
- Familiarity with the Greater Worcester region
- Experience managing communications channels for organizations across multiple platforms, incorporating efficiency and speed as well as accuracy
- Experience with Patron Manager and/or Salesforce, particularly with experience in reporting and data analysis

About Music Worcester:

We are a small but nimble team, and each staff position carries great responsibility as well as great room for creativity and collaboration - the Communications Manager will exemplify these qualities and skills, as well as be appreciated as an integral and essential member of the Music Worcester family.

Founded in 1858 as the Worcester County Musical Association, Music Worcester now operates as a performing arts presenter, annually engaging and bringing to Greater Worcester's stages a notable schedule of artists, musicians, ensembles, and dance companies. With strong roots in classical music and with frequent choral presentations integral to its schedule through the activities of The Worcester Chorus, Music Worcester has continued to branch out in recent years to welcome leading jazz, folk, and world music artists to Central Massachusetts. The 2024-2025 season marks the start of THE COMPLETE BACH, which will see the presentation of all known works by J.S. Bach over the next 11 years. Education, outreach, and community engagement activities are an important aspect of the organization's work including a bi-annual Artist in Residence program, deep connections with area schools, and a free ticket program called Tickets to Opportunity.

Music Worcester, Inc. recognizes that it is a predominantly white institution and is actively working to become a more just, welcoming, and equitable organization. We strongly encourage candidates from marginalized and under-represented groups to apply, especially candidates of color.

How to apply:

Please submit a cover letter and resume to music@musicworchester.org. Applications without cover letters will not be considered. Applications will be accepted until the position is filled, but we encourage submission by September 30.