

**JOB DESCRIPTION
MARKETING ASSISTANT**

Position Summary

The Brooklyn Conservatory of Music seeks a dynamic and engaging full time Marketing Assistant to develop engaging and effective copy and other content to support the digital and print marketing for Brooklyn's largest community music school. This is an entry level position with opportunities for growth. BKCM's Marketing Department produces all marketing materials for BKCM's diverse programs and special events. The Marketing Assistant will support the development and execution of all facets of BKCM's marketing strategy.

Candidates should be self-starting, motivated, organized, and have excellent written, verbal, and interpersonal communication skills with a focus on copywriting. Candidates with strong interests in arts marketing, the nonprofit sector, arts administration, education, music, and performing arts are encouraged to apply. This is a full time position and requires flexibility to work some nights and weekends. \$30,000-\$32,000 salary range. This position reports to the Marketing and Communications Manager.

Duties & Responsibilities:

- Provide general administrative support, research, and creative input for the Marketing and Development Departments
- Assist with the copywriting for social media, material and digital marketing materials
- Coordinate distribution of printed materials, from building and event signage to posters/flyers around the neighborhood, to direct mailings and targeted outreach
- Update internal and community calendars/submit events to and engage with local publications, organizations and websites
- Assist with tracking marketing expenses and provide support for the budgeting process
- Work with Development team to maintain, update, and segment BKCM's contact database and marketing mailing list

- Update and maintain marketing files and archive, including copy, graphics, photos and videos

Required Experience and Skills:

- Bachelor's degree in a relevant field or equivalent experience required
- Excellent written and oral communications skills, with an emphasis on copywriting: fast and flexible writing skills to reach a number of varied audiences, along with strong editing and proofreading ability
- Strong project management skills with demonstrated ability to multi-task and set priorities within tight timelines and high expectations
- Willingness to work on tight deadlines and adapt to changing production schedules
- Familiarity with Facebook, Instagram, and Twitter required
- Basic HTML, web design, desktop publishing skills and knowledge of Wordpress a plus
- Detail-oriented
- Ability to work independently
- Familiarity with contact database systems and practices (Salesforce, Mailchimp) a plus
- Knowledge of and interest in classical, jazz and other various styles of music and/or arts education a plus
- Photography, videography and photo/video editing skills a plus
- Occasional weekend and evening hours required

To apply, please submit resume, cover letter, and two writing samples to Human Resources Manager Michaela Mechlovitz michaela.mechlovitz@bkcm.org by Monday, April 15, 2019.

About the Brooklyn Conservatory of Music:

Founded in 1897 as a formal music conservatory serving 200 students, the Brooklyn Conservatory of Music now serves more than 15,000 individuals annually and collaborates with more than 70 organizations including schools, and youth, social service and senior centers, as well other arts and culture organizations and city agencies, to provide music instruction, music therapy, and performances in Brooklyn, Queens, Staten Island, and Manhattan.

Mission: The Brooklyn Conservatory of Music: transforming lives and building community through the expressive, educational and therapeutic powers of music.

Core Values: BKCM is committed to providing a nurturing environment that promotes and personifies excellence, collaboration, and community for individuals engaged in performing and music study.

BKCM is an Equal Opportunity Employer and does not discriminate due to age, sex, religion, race, color, national origin, disability, marital status, veteran status, sexual orientation, or any other factor prohibited by law.