

MARKETING ASSOCIATE

POSITION DESCRIPTION

The Marketing Associate is responsible for assisting in creating and managing the execution of the marketing plans of a busy Marketing and Communications department. Specifically, the Marketing Associate maintains and updates the CMS website, manages all aspects of email campaigns and lists, and produces in-house programs. He/she also provides occasional concert coverage.

The Marketing Associate provides support in the following areas:

EMAIL MARKETING AND LIST MAINTENANCE

- Produce a wide range of marketing emails, from newsletters to targeted communications, that align with the CMS brand voice for various audiences.
- Oversee CMS's email marketing analytics process and reporting that tracks KPIs.
- Maintain email editorial calendar and develop process and best practices for regular email communications.
- Manage cross-promotion email exchanges with outside organizations.
- Maintain lists in various databases to ensure clean and accurate data.

WEBSITE & 3RD PARTY APPS

- Update CMS website as needed and act as primary point of contact for website support internally.
- Build new season webpages, including event, subscription, and additional content pages.
- Liaise within the department to ensure proper information between within Tessitura and website.
- Maintain the CMS app with Instant Encore, including adding new events, livestream information, push notifications, and other duties as necessary.
- Manage the CMS presence on campus using the Digital Media Management System (DMMS), posting, and maintaining the complete season.

PROGRAM AND PUBLICATIONS

- Design and oversee the production of in-house programs.
- Print programs in-house and ensure accurate number of copies for each concert.
- Proofread marketing materials, website, advertising, and email campaigns.
- Hire and schedule photographers to document event activity, from concerts, to educational events

- Coordinate and maintain CMS photo archives

OTHER DUTIES

- Backup concert duty in the evenings or on weekends
- Manage the department expense budget, including tracking and submitting invoices for payment
- Various data entry projects, filing, and mailings as assigned

QUALIFICATIONS

- 3+ years of relevant work experience
- Superior writing, editing, and organizational skills
- Keen attention to detail and accuracy
- Basic graphic design skills, with proficiency with Adobe InDesign and Photoshop
- Knowledge of classical music repertoire
- Strong project management experience
- Ability to work occasional nights and weekends, depending upon performance schedule
- Knowledge of Tessitura and Wordfly or Prospect2 software, a big plus
- Basic knowledge of HTML and CSS
- Knowledge of Basecamp or other project management software

KEY INTERACTIONS & WORKING CONDITIONS

The Marketing Associate reports to the Director of Marketing & Communications. This person will regularly interact with all members of the Marketing & Communications, Development, Artistic, and Digital Content teams.

The person in this position must be able to remain in a stationary position approximately 75% of the time, occasionally move about inside the office to access office machinery, etc. This person will operate a computer and other office productivity machinery, such as a copy machine, computer printer, and electric saddle stitch stapler.

This is an in-office position, working from the Lincoln Center campus. Proof of COVID-19 vaccine required.

COMPENSATION & BENEFITS

This is a full-time position, with an annual salary range of \$48,000–52,000.

Additionally, CMS offers an excellent benefits package, including health insurance plan, dental and vision benefits, disability insurance, voluntary 403 (b) plan, pre-tax FSA and transit benefits, and generous paid time off.

HOW TO APPLY

Please submit a resume and cover letter in a single PDF to [**jobs@chambermusicsociety.org**](mailto:jobs@chambermusicsociety.org) with the subject line “Marketing Associate.” Please, no phone calls. We look forward to hearing from you!

The Chamber Music Society of Lincoln Center is an Equal Opportunity Employer and values diversity in its workforce.