



## **Plugged In Band Program is hiring a Full-Time Marketing and Communications Coordinator**

**TITLE:** Marketing and Communications Coordinator

**START DATE:** Immediate

**DURATION:** Full-Time (40 hours per week)

**LOCATION:** Hybrid (in-person and virtual)

**SALARY:** \$20/hour

**WORK SCHEDULE:** Flexible hours - primarily weekdays with periodic weekend events

**REPORTS TO:** Associate Director

**To apply for this position email cover letter and resume to Dan Croft, Associate Director of Plugged In - [dan@pluggedinband.org](mailto:dan@pluggedinband.org).**

The [Plugged In Band Program](#) is a non-profit music program committed to creating an inclusive, loving, and diverse community empowered to change the world. We educate musicians in a non-competitive environment, and provide band and individual performance opportunities in support of community and charitable causes.

### **Job Description**

The Marketing and Communications Coordinator is an enthusiastic and collaborative leader of the Plugged In marketing team that reports to the Associate Director. They provide brand management support and assist with the implementation of marketing, public relations, outreach, advertising and promotional strategy for the organization.

The Marketing and Communications Coordinator oversees the planning and implementation of outreach strategies involving programming, fundraising, and alumni relations. They are responsible for cultivating relationships with individuals, businesses, schools and other relevant organizations via campaign development, written communications, and in person events.

The Marketing and Communications Coordinator is comfortable working in a hybrid environment with both in-person and virtual requirements. They have experience with business development and must be passionate about Plugged In's mission and working in the nonprofit sector.

### **KEY RESPONSIBILITIES**

#### **General Marketing:**

- Support the execution of all communications and media relations, and tasks related to both
- Cultivate new relationships with businesses, individuals, and other relevant organizations to increase student referrals and enrollment

- Maintain Plugged In's current connections with nonprofits and community organizations
- Coordinate formal and informal public meetings, hearings, open houses, or other stakeholder meetings
- Research new promotional and advertising opportunities for Plugged In, including community bulletins/event calendars, tabling events, summer camp fairs, and performance opportunities
- Secure advertising placements to promote Plugged In's programming
- Maintain an advertising calendar that maximizes impact while adhering to budget requirements
- Collaborate with Webmaster with the goal of optimizing customers' experience on the Plugged in website
- Produce copy for press releases, advertisements, email campaigns, newsletters,, social media posts, website, and community updates
- Represent Plugged In during in person and virtual promotional events (camp fairs, community events, fundraisers, etc.)
- Interpret analytic and traffic data from online sources to help increase traffic and user engagement across all Plugged In platforms (website, social media, etc)
- Attend virtual weekly Marketing Team meetings
- Create monthly report to update Board of Directors on campaign progress and outcomes

### **Social Media**

- Collaborate with the Social Media Coordinator to ensure outreach campaigns are cohesive and meet branding expectations
- Collaborate with the Marketing Team to update and maintain the social media content calendar

### **Brand Management**

- Lead the creation of and maintenance of Plugged In's brand kit and guidelines
- Collaborate with board of directors and relevant subcommittees on the creation of collateral marketing materials
- Conduct regular competitive brand reviews to ensure Plugged In is positioned effectively
- Collaborate with the Marketing and Design Assistant to ensure campaigns are relevant and current to our target audience

### **Alumni Engagement:**

- Produce monthly newsletter for the community on alumni career developments, new music releases, and news
- Maintain Plugged In's birthday message system, which celebrates each former student on their special day

### **SKILLS**

- Excellent written and verbal communication skills.
- Must have excellent verbal and written communication skills
- Must be detail-oriented, well-organized and able to set priorities

- Must be a creative-minded self-starter who can multitask well
- Must be professional, hard-working and have excellent time management skills
- Ability to establish and maintain strong effective working relationships
- Ability to work cross-functionally to advance progress toward and achieve goals
- Ability to adapt to change and solve problems
- Must be able to work as a member of a small team as well as independently on a variety of projects
- Ability to work effectively with part-time, skilled, volunteers at different stages of their career journeys
- Have a strong commitment to programs and services that address community issues
- Empathy and understanding for the populations served by Plugged In and team members
- Ability to leave a personal agenda aside for the common good

### **Preferred Technology Skills**

- Working knowledge of Google Drive and associated Google products
- Working knowledge of Little Green Light (constituent management software) or similar database / CRM
- Working knowledge of Constant Contact (email software) or similar platform
- Working knowledge of design software such as Adobe Photoshop, Canva, etc

### **Physical Requirements and Work Environment:**

- The Coordinator must frequently talk, hear, and use typical office equipment
- The Coordinator may be required to commute to offsite locations to complete tasks and participate in events
- The Coordinator's position is hybrid and will include both virtual and in-person components
- The ability to transport and set up marketing materials (table, promotional materials, give-aways, etc.) up to ~40lbs