



JOB DESCRIPTION

Title: Marketing Coordinator

Organization: Miami Music Project, Inc.

Classification: Full time

Compensation: \$35-\$40 K annually, commensurate with experience and abilities and with room for growth for successful candidates.

Reports to: Director of Operations

Start date: May 2017

To apply: Send Resume & Cover Letter to hire@miamimusicproject.org
Please use the words "Marketing Coordinator" in the subject line.
Applications without cover letter might not be taken into consideration.

Miami Music Project uses music as an instrument for social transformation, empowering children to acquire values and achieve their full potential, positively affecting their society through the study and performance of music.

Reporting to the Director of Operations and the Executive Director, the Marketing Coordinator will assist with the efforts to meet the goals and objectives of the Miami Music Project (MMP) and will serve a crucial role in building the profile of Miami Music Project as a leader in social transformation through music.

The Marketing Coordinator will support in executing the communications and marketing efforts to elevate and promote MMP's awareness and fundraising campaigns. She or he will be responsible for the implementation and execution of all activities relevant to the daily and long-term communication and marketing goals and strategies of the organization. This position is to ensure all communications are compelling, effective, and representative of the organization's values and mission. The selected candidate will bring experience and knowledge in communications and marketing to ensure that we can rapidly grow our brand recognition and increase our campaign prowess.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Assist in developing and executing marketing strategies to ensure high-impact digital and print communications and support all MMP's communication efforts,
- Create compelling, persuasive, relevant, and accurate communications content that will increase engagement with the organization and build support for its mission with the goal of growing its constituents and support from its donor base,
- Expand the visibility of the organization by writing and disseminating e-mail blasts, social media posts, news in website and blogs.
- Provide writing, editing and mailing support for all outbound communications and collateral,
- Execute marketing program, as well as organizational branding, messaging and other strategic initiatives,
- Responsible for the development, distribution and maintenance of all print and electronic collateral, including, annual report, brochures, fliers, e-blast newsletter and promotions and other,
- Create cutting edge content for MMP's new website,
- Manage social media presence and online advertising campaigns (via Google AdWords and social media advertising) to build MMP's external brand and advocacy for social change through music,
- Ensure brand professionalism & consistency across all external-facing materials and communications,
- Serve as an in-house graphic designer when needed, creating supplemental marketing materials, templates, reports, concert and event booklets, and other presentations as necessary,
- Organize and maintain internal libraries of print/web collateral, photo & video assets, and promotional items,
- Maintain the quality and integrity of marketing data and analytics and regularly report on metrics to Marketing & Communications Board Committee.

KNOWLEDGE, SKILLS AND ABILITIES:

- Strong commitment to and alignment with Miami Music Project's mission,
- Knowledge and experience with graphic design programs (Adobe Illustrator and/or InDesign, Photoshop)
- Video editing knowledge desirable,
- Knowledge in e-marketing platforms (currently using MailChimp),
- Experience editing websites in WordPress,
- Minimum of 1 year experience in a marketing role (assistant or coordinator); campaign writing, online writing, or marketing-related writing experience a plus; prior experience with digital communications,
- Associate or Bachelor's degree desirable,

- Ability to follow strategic and operational planning and implementation of marketing initiatives and best industry practices,
- Knowledge of the use of social media in today's media landscape, including Twitter, Instagram, Facebook, Linked In, YouTube etc.,
- Ability to set and adhere to strict deadlines; comfortable working in a fast-paced, ever-shifting environment; rapid problem-solving skills,
- Excellent planning and organizational skills and exceptional attention to detail,
- Ability to work successfully with a limited budget,
- A tremendous drive and strong ability to achieve outcomes,
- Bilingual (English, Spanish) preferred but not required,
- Ability to embrace and incorporate direct feedback,
- This is a full-time position with Miami Music Project. Attendance at events outside of traditional business hours including evenings and weekends, may be necessary on a periodic basis.
- Must be able to lift up to 50 lbs, and will be expected to assist with moving equipment related to marketing and general operations.

Miami Music Project is firmly committed to a policy of equal employment opportunity. We hire qualified applicants without regard to race, color, sex, religion, national origin or ancestry, age, marital or veteran / military status, disability, genetic information, sexual orientation, gender identity or expression, or any other legally protected status.

As permissible under applicable law, applicants will be subject to a pre-employment background check and drug test after receiving a conditional offer of employment. The background check will investigate criminal background and other matters related to suitability for employment, particularly since Miami Music Project works with children. Likewise, employment is contingent on receiving a negative test result for illegal drug use. Separate disclosure and consent forms will be provided prior to any background check or drug test.

[Revised: 04-20-2017]