



## JOB DESCRIPTION

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<b>Title:</b>	Marketing & Communications Specialist
<b>Organization:</b>	Miami Music Project, Inc.
<b>Classification:</b>	Full time, Exempt
<b>Reports To:</b>	Director of Operations
<b>Compensation:</b>	Annual Salary + Benefit Package (health insurance, PTO, retirement plan, and expense reimbursement)
<b>Start Date:</b>	July 2021
<b>To Apply:</b>	Send your Resume and Cover Letter to: <a href="mailto:hiring@miamimusicproject.org">hiring@miamimusicproject.org</a> Use the words "Marketing & Communications Specialist" in the subject line. <i>Applications without Cover Letter might not be taken into consideration.</i>

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### Organization Overview:

Miami Music Project is a 501(c)(3) nonprofit organization that 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. Miami Music Project's vision is to create opportunity and access through music for those most in need, improve the quality of life for children today and ultimately transform their lives, the lives of their families, and their communities. Emerging as a model for music education programs nationally, Miami Music Project offers free-of-charge, after-school programming to all students with no barriers to entry, regardless of race or economic status. As of today, Miami Music Project has reached over 30,000 children and youth across Miami-Dade County, becoming one of the largest socially transformative music initiatives in the U.S. Miami Music Project's programming is inspired by the El Sistema phenomenon – a new model for social change and a visionary global movement that transforms the lives of children through music.

Designed as an intensive, tuition-free, after-school community music program, Miami Music Project provides hundreds of children from Greater Miami's communities with most untapped potential with a fully integrated music curriculum, high quality musical training, and opportunities for leadership and social development. The program builds the transferable practical skills needed to improve academic motivation, classroom success and social preparedness, and creates new avenues of cultural awareness. Ultimately, by enriching the lives of individual children and creating a network of stand-alone orchestras, the program seeks to create social change within the communities served.

More at: [miamimusicproject.org](http://miamimusicproject.org)

### Position Summary:

Reporting to the Director of Operations, the Marketing & Communications Specialist will be entrusted with the development and execution of the organization's marketing and

communication strategies.

The Marketing & Communications Specialist will play a key role in supporting the organization's marketing efforts to elevate and promote MMP's awareness and fundraising campaigns. This individual will be responsible for the creation, implementation and execution of all activities relevant to the daily and long-term communication and marketing goals and strategies of the organization.

This position will 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:**

- Develop and execute marketing strategies to ensure high-impact digital and print communications, and support all MMP's communication efforts,
- Ensure all marketing and communications pieces adhere to the organization's branding guidelines, and that they are consistency across all external-facing materials and communications,
- 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,
- Collaborate with the development team in the planning, creation and execution of fundraising campaigns,
- Expand the visibility of the organization by writing and disseminating e-mail blasts, social media posts, news in website and blogs,
- Manage social media presence. Plan and schedule monthly posts (annual social media calendar) based on the marketing strategy,
- Create and organize all the marketing content for the promotional materials that are distributed to our stakeholders, including newsletters, e-blasts, brochures, flyers, and annual reports,
- Work with graphic design and other providers to create materials such as flyers, programs, marketing tools, videos and white papers,
- Responsible for the development, distribution and maintenance of all print and electronic collateral, including, annual report, brochures, flyers, e-blast newsletter and promotions and other,
- Create cutting edge content for MMP's website and update as needed,
- Manage online advertising campaigns (via Google AdWords and social media advertising) to build MMP's external brand and advocacy for social change through music,
- 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,
- Participate in events to promote the organization, its mission and brand visibility.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Strong commitment to and alignment with Miami Music Project's mission,
- Minimum of 2 years of experience in a marketing role (assistant or coordinator);
- Possess knowledge of marketing trends and strategies,
- Creativity. Know how to take concepts and translate them into campaigns and marketing materials that drive MMP's stakeholders attention and engagement,
- Exceptional attention to detail,
- Excellent writing skills. Ability to present ideas in a clear manner,
- Outstanding communication skills, including communicating with diverse teams to create comprehensive marketing strategies and campaigns,
- Knowledge and experience with graphic design programs (Adobe Illustrator and/or InDesign, Photoshop) is highly desirable,
- Video / photo editing knowledge is a plus,
- Knowledge in e-marketing platforms (currently using MailChimp),
- Basic knowledge about how to update website content in WordPress, Experience in campaign writing, online writing, or marketing-related writing experience a plus; prior experience with digital communications,
- Associate or Bachelor's degree desirable, or equivalent work experience,
- 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 time management, planning and organizational skills,
- 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 will be necessary on a periodic basis,
- Valid driver's license, clean driving DMV record, full insurance,
- 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.*