



## Marketing & Communications Coordinator

\$45K - \$50K

With a joyous love of song and an inviting spirit, Tosco Music is a nonprofit organization that breaks down the barriers between performers and audiences to celebrate the incredible power of music and bring people together. For over 30 years, Tosco Music has proudly presented a diverse variety of performers, fostered a sense of community among listeners and performers and connected professional and amateur musicians to share and inspire one another.

Born from intimate living room jam sessions in Charlotte, NC, Tosco Music Parties have grown into popular community concerts where nationally recognized acts share the stage with undiscovered artists and audience members are invited to sing along throughout the evening.

For over 30 years, Tosco Music has been highly successful as a volunteer-led organization. We are prepared and ready to move forward and develop the organization. Tosco Music is seeking to hire a **Marketing & Communications Coordinator** who will play a meaningful role in the growth of the organization as it transitions into an employee-led company.

### Position Summary

Reporting to the Executive Director (ED), the **Marketing & Communications Coordinator** is an associate-level role with excellent opportunity for growth as the organization grows and expands its team.

The **Marketing & Communications Coordinator** will play an important role in Tosco Music's growth by coordinating, executing, monitoring, and measuring Tosco Music's marketing and communications efforts, as well as community engagement. The ideal candidate should possess excellent verbal and written communication skills and have experience in social media and graphic design.

The **Marketing & Communications Coordinator** will be integral in the following:

- general communications and correspondence
- event support
- digital marketing
- support for development communications
- support for community engagement

### Roles & Responsibilities

1. General Communications
  - a. Correspondence – respond directly to incoming inquiries via the website, social media or email, or coordinate with ED to identify the appropriate alternative responder and facilitate a timely reply
  - b. E-Blasts – design and implement ongoing communications plan to send emails via Constant Contact to distribution list of 7,500+ email addresses, working with ED to identify priorities for promotion and communication; coordinate with Development Operations Specialist to manage targeted contact lists



- c. Donor correspondence language – create and regularly revise donor correspondence with timely, relevant language and outcome highlights to support member/donor acknowledgements, acquisition, retention and renewal efforts, including language for acknowledgements of in-kind or stock gifts
  - d. Meeting Support – assist with preparation of board communication materials for bimonthly meetings, and attend board and other meetings as an observer for record-keeping or note-taking purposes when requested by leadership
  - e. Surveys – prepare occasional surveys using Google Forms and present results in readable formats
  - f. Scholarships – prepare award letters and facilitate notices to grant funders about recipients
2. Event Support
- a. Event Collateral – create or facilitate the production of new images for event promotion, printed programs, postcards, posters, fliers, and other graphic collateral as needed; coordinate with graphic design contractors as needed
  - b. Event Signs – create posters and other signs used at events in Lobby, LRS Lounge, Backstage, including signs for sponsor recognition and performer tables
  - c. Special Events – manage communications for event invitations, such as LRS or Volunteer Appreciation Gatherings
  - d. Event Reports – assist ED to prepare summary reports with event outcomes
3. Digital Marketing
- a. Event Promotion – utilize Tosco Music’s social media and online event calendars to promote upcoming events
  - b. Event Advertising – coordinate paid marketing and Facebook digital ads
  - c. Social Media – create and post frequent content on social media platforms (Facebook, Instagram, YouTube, LinkedIn, Twitter, LinkTree) to engage active participation from followers and grow Tosco Music’s online community
  - d. Website – maintain updated event information and create and post regular content on News page to engage greater participation and grow Tosco Music’s online community
  - e. Volunteer Communications – assist with digital fliers and orientation communications for volunteer information sessions, coordinating with Development Operations Specialist
4. Support for Development Communications
- a. Sponsorships – assist with creation of sponsorship requests and fulfillment of sponsorship benefits related to marketing and sponsor recognition
  - b. Grants – assist Director of Operations and contractors with language to support grant applications and outcome reports
5. Community Outreach – act as the communications representative for Tosco Music at various programs in the community as needed



## Qualifications

- You are excited to work on a team committed to equity, cultural awareness, and sensitivity
- As you will be one of the first roles to join the organization, you must be someone who is willing to be hands-on and responsible for tasks as processes are created and improved to build the organization
- You are a confident and creative problem solver with the ability to think critically and make informed recommendations for process improvement
- Excellent oral and written communication skills
- 2-3 years of communications experience, including digital marketing and social media management
- Proficiency with Adobe Creative Cloud applications including InDesign and Adobe Illustrator is required
- Experience with Constant Contact or equivalent email applications is required
- Experience with Constituent Relationship Management (CRM) database applications is preferred
- Strong organizational skills, highly detail-oriented and proactive
- Demonstrated ability to attend to multiple areas of responsibility, and meet target goals and objectives
- Willingness and availability to occasionally work nights and weekends, such as at Tosco Music Parties
- Bachelor's Degree or equivalent combination of education and experience
- Computer proficiency including Microsoft Office applications (Word, Excel, PowerPoint) and cloud storage applications (Dropbox)

## To Apply

Please send your resume together with a cover letter to [jobs@toscomusic.org](mailto:jobs@toscomusic.org). In your cover letter please outline how your past experience aligns with the expectations for this position and why you want to be part of the Tosco Music team.