

American Youth Symphony

Job Announcement

Position: Community Engagement and Marketing Manager

Classification: Full-Time, Exempt

Reports to: Executive Director

Supervises or co-supervises: Share-A-Stand Lead Instructor, part-time administrators, summer interns

Additional management responsibilities: volunteers, consultants, freelancers

The American Youth Symphony is accepting applications for a Community Engagement and Marketing Manager. The AYS office is in El Segundo, CA, with performances and events throughout the greater Los Angeles region.

About AYS:

The mission of the American Youth Symphony is to inspire the future of classical music. By providing orchestral training and performance opportunities for gifted young musicians (ages 15-29), AYS supports a successful transition from student to professional musician. By showcasing their talent in performance opportunities, AYS also builds audiences and shares the power of music with the community. AYS believes that orchestral music plays a vital role in our communities and should be accessible to everyone. For example, through our Share-A-Stand program, AYS musicians visit partner middle schools to provide instrument-specific instruction to students.

AYS produces full orchestral and chamber concerts that feature a wide variety of symphonic literature, including commissioned world premieres, classic repertoire, works by living composers, and live-to-picture film music. Most AYS concerts are offered free of charge. Full orchestral concerts are performed at UCLA's Royce Hall and Walt Disney Concert Hall, while chamber performances are held in a variety of area venues.

Job Summary:

AYS seeks a creative person with excellent communication skills to be the Community Engagement and Marketing Manager. Successful candidates will possess a genuine interest in sharing orchestral music with the many communities that comprise the greater Los Angeles area. The Community Engagement and Marketing Manager serves as the point of contact for marketing, communications, audience development, and community engagement, ensuring successful engagements and partnerships.

Roles & Responsibilities:

Community Engagement

- Oversee and manage the overall audience experience before and after each performance, including box office functions, front-of-house activities, and donor engagement.
- Be the point person at community concerts, overseeing partner relations, event logistics, and marketing.

- Create and source educational resources, materials, and experiences relevant to concert programming.
- Oversee the Share-A-Stand program and collaborate with its Lead Instructor on program design, implementation, and evaluation.

Marketing & Communications

- Oversee and manage communications for the organization, including but not limited to concert programs, brochures, press releases, e-blasts, newsletters, fundraising materials, donor emails, and annual report.
- Manage the AYS website, blog, and social media platforms (e.g., Facebook, Instagram, Twitter, YouTube, SoundCloud) with assistance from part-time staff.
- Track data for AYS social media channels and write monthly analytical reports.
- Create and manage in-house graphic design efforts, including the use of outside designers.
- Work directly with print houses on all AYS print projects.
- Produce and design AYS program books for concerts.
- Manage relationships with program and website advertisers.

Development Support

- Provide production support for 2-3 fundraising events per year, so that the experience of the audience and patrons align with engagement and branding goals.
- Collaborate with the Development Director so that all fundraising communications with individual donors, grant funders, and corporate sponsors adhere to AYS's brand.
- Collaborate with the Development Director on developing annual fundraising goals and plans, which will also inform budget planning.

Expected Qualifications:

- Excellent writing, editing, and communication skills.
- Strong organization and creative problem-solving skills.
- Strong leadership abilities, with experience as a supervisor or manager.
- Excellent interpersonal skills, ability to stay professional and positive in fast-paced situations.
- Experience implementing a variety of marketing strategies and initiatives, including audience development.
- Ability to analyze data (such as attendance numbers, survey results, and click rates) to inform program evaluation conclusions and recommendations.
- Ability to create, design, and edit webpages.
- A keen eye for design and experience working with graphic designers.
- Basic knowledge of orchestral music, such as instruments and major composers.
- Ability to read, understand, and adhere to program/department budgets, and ability to create and track project budgets.
- Must be willing and able to attend 8-10 events per year on evenings and weekends.

Preferred Qualifications:

- Box office or customer service experience.
- Experience with PatronManager (Salesforce) and/or WordPress.
- Experience producing community, family, or youth-focused programs and events.
- Ability to create some graphic design in-house with Adobe Creative Cloud strongly preferred.
- Video editing capability for short trailers or social media content.
- Understanding of music education practices, such as VAPA standards.
- Experience playing an orchestral instrument is a plus.

Benefits:

Full-time employees are eligible for:

- Medical, dental, and vision insurance
- Employer contributions to a retirement account after one year of employment
- Paid time off, including holidays, vacation/personal, sick leave, comp time, and volunteer time

Compensation: Estimated starting salary \$60,000-\$66,000, with room for growth