



Position Title: Marketing and Communications Manager (Full-Time)

Reporting to: GMCLA's Executive Director & Producer

Works closely with: GMCLA's Music Director & Conductor, Director of Development, Administrative Manager, Education and Community Engagement Manager, and Production Coordinator

Location: West Hollywood, CA (on-site)

Salary Range: \$70,000 to \$85,000 and will be commensurate with experience.

ABOUT GAY MEN'S CHORUS OF LOS ANGELES (GMCLA)

Founded in 1979 during the emergence of the gay rights movement, GMCLA has spread its message of love and acceptance with concerts across the globe and has raised its collective voice in the struggle for equality, social justice, the AIDS crisis, the fight for marriage equality, and for all those seeking to find their own voice. GMCLA's 22/23 main season of concerts is being performed at major venues across Los Angeles. The Chorus also performs at many community events and school programs throughout the year. More information on the Chorus can be found on the organization's website at www.gmcla.org

GMCLA'S MISSION

To create musical experiences that strengthen GMCLA's role as a leader among lesbian, gay, bisexual, transgender (LGBTQ) and performing arts organizations, enrich its member-artists, support LGBTQ youth, challenge homophobia, and expose new communities to GMCLA's message of equality.

GOAL OF THIS POSITION

GMCLA seeks to further develop and expand the organization's promotional efforts through a robust and innovative marketing and communications strategy that has a strong emphasis on digital marketing initiatives to increase awareness around GMCLA in the Los Angeles region as well as increase ticket sales at the box office.

JOB DESCRIPTION

Reporting to GMCLA's Executive Director & Producer (E.D.P.), the full-time **Marketing and Communications Manager** will join the GMCLA staff, which includes the Music Director & Conductor, Director of Development, Administrative Manager, Education and Community Engagement Manager, and Production Coordinator. This is a key position within GMCLA. The Marketing and Communications Manager coordinates the marketing and communications activities as directed by the E.D.P. and ensures the implementation and quality of all strategies that promote, brand, and sell GMCLA to the community at large, helping the organization achieve ticket sales goals at the box office.

GMCLA has an ongoing commitment to the principles and practices of diversity and inclusiveness throughout the community and strongly encourages applications from candidates who would enhance the diversity of the organization.

The Marketing and Communications Manager's Primary Responsibilities

I. Marketing

Manage and execute GMCLA's overall marketing strategy with a strong emphasis on digital marketing initiatives, including but not limited to the management of the organization's website, photos and digital assets, social media and display advertising campaigns such as Facebook and Instagram ads, Google Ads, and programmatic advertising, and email distribution to GMCLA's lists.

- Design and execute highly impactful, customized traditional & digital promotional campaigns for GMCLA focused on the main season and donor acquisition/renewal
- Develop and monitor GMCLA's marketing campaign budgets
- Evaluate and report on important metrics that affect GMCLA's website traffic, service quotas, and target audience engagement
- Plan and curate (at least) weekly emails to GMCLA's subscribers and donors in MailChimp
- Oversee and coordinate the development, design and production of creative assets
- Maintain GMCLA's website, including working with GMCLA's web developer and updating content on the website via the Wix platform as needed
- Work closely with GMCLA's Administrative Manager who oversees ticketing, and remain current in GMCLA's ticketing platforms, applications and processes
- Keep engagement lists up to date in GMCLA's CRM system and Mailchimp as needed to support subscriber ticketing activities and staff queries
- Provide brand review for all content and ensure it is in line with overall brand positioning and GMCLA's voice

- Prepare and distribute timely internal marketing and sales reports in coordination with partnering venues
- Maintain GMCLA's digital asset archive, and pull photos and content from the organization's archive as needed
- Advertorial copywriting for radio, postcards, brochures and print ads
- Keep up to date on the latest industry trends

II. Communications

Coordinate and manage internal and external communications for GMCLA, including the planning, writing, and editing of print & digital materials.

- Develop concise and effective organizational messaging for GMCLA's website, emails, print & digital materials as they pertain to season ticket sales, individual concert marketing, donor acquisition/retention, special events, overall branding, media relations, and other communications as required
- Coordinate the logistics of marketing, sales, and public relations efforts with internal staff and external consultants including ad placement and sponsor / donor recognition
- Assist in both the writing and design of subscriber communications, including the visual layout of all marketing materials
- With GMCLA's E.D.P., write content and act as the editor for GMCLA's concert programs and annual season brochure
- Proof materials for the organization as needed
- Develop content and materials for GMCLA's education programs as required
- Assist the Director of Development and E.D.P. with outreach to GMCLA constituents and prospects; supplying strategy and written content as needed
- Work with the E.D.P. in the development of informational decks and presentations for special events
- Coordinate on-sale dates and deadlines with GMCLA staff and partnering venues
- Write and update ticketing policies and communications as needed

Duties Continued:

- Collaborate and support all department leads to provide materials & assets as needed
- Work closely with the Education and Community Engagement Manager to identify new opportunities, seek community partnerships that reach new audiences, and leverage resources & outreach to interest groups
- Work closely with the Development Director in grant reporting and developing ideas for seeking new grants

- Maintain marketing data for grants and research methods to retrieve additional data that will support future grant applications
- Support E.D.P.'s annual budget planning processing with marketing and digital advertising budgets as needed
- Provide staffing support for GMCLA main series concert weekends and final rehearsals as needed

POSITION REQUIREMENTS

The Successful Candidate Will:

- Have a strong knowledge of marketing and communications with an emphasis on digital marketing initiatives as they apply to the overall strategy of an organization and achieving ticket sales goals
- Demonstrate leadership initiatives, self-confidence, a positive attitude, practicality, sound judgement and attention-to-detail
- Have an excellent sense of how to evaluate the relative strength of projects, within the context of a clearly articulated set of organizational goals
- Have an attitude of service, a commitment to ongoing learning, and desire to contribute to the organization and the community
- Be a creative, strategic, and innovative thinker
- Be an active listener possessing excellent communication skills, both written and verbal
- Enjoy working with people and in group settings

Qualifications:

- Proven track record in direct and digital marketing & communications in a performing arts or music organization with a minimum of 3 years combined experience in marketing, advertising, corporate communications, digital marketing, and/or website management
- Bachelor's Degree in marketing, communications, public relations, or a related field required
- Proficiency with digital marketing tools and office software applications such as Meta Business Manager, Meta's Creative Hub, Microsoft Office, G-Suite, Box, Mailchimp, Photoshop and/or Adobe Illustrator, Wix, or equivalent programs is required
- Working knowledge of ad layout and graphic design is essential
- Strong writer with experience editing copy for others
- CRM software experience is strongly preferred, but will be trained if necessary
- Knowledge of ticketing processes and systems is desirable
- Excellent project management and project development skills

- Excellent presentation and interpersonal skills
- Background in music and/or choral music is desirable

Special Requirements:

- Position is on-site (West Hollywood, CA) with flexibility to accommodate offsite activities
- Candidates must have a flexible schedule, which will require working some evenings, nights, and weekends to attend community events, Chorus performances, rehearsals, etc.
- Candidates must have received or be willing to receive the COVID-19 vaccine by date of hire to be considered

COMPENSATION

- The salary range for this position is \$70,000-\$85,000 and will be commensurate with experience
- A medical benefits plan is offered with this position
- A 401K plan is offered after one year of employment and the organization contributes 5% towards employee's 401K plan
- GMCLA provides PTO and holiday time

HOW TO APPLY

The application deadline is May 5. Please send your materials including resume, cover letter, and any relevant work examples such as a digital portfolio to GMCLA's recruiter Bernie Fabig at bernie@coasttwentytwo.com. Candidates please do not contact the organization directly.