KeyNote
Cradle-to-College Music Education

Job Title: Marketing and Communications Manager
Reports to: President/CEO
Status: Full-time, Exempt
Supervises: Graphic Design Assistant (FT 30 hrs/wk)
           Marketing and Social Media Assistant (PT)
Salary Range: $70,000 - $73,000 per year

San Diego Youth Symphony (SDYS), part of the KeyNote family of music education programs, is a catalyst for making music education a vehicle for the social, emotional and intellectual development of young people across San Diego County. The Marketing and Communications Manager reports to the President/CEO and is an integral member of the leadership team of the organization. They are primarily responsible for:

- Executing the marketing and branding strategies of the organization in collaboration with the President/CEO; and,
- Working as a member of the development team to implement effective fundraising strategies and communicate with donors; and,
- Collaborating with the program team to support effective communication with SDYS’ primary stakeholders (families and students).

Current and Future Initiatives
- Organizational rebranding
- Rebranded Website Launch
- World Design Capital project
- 80th Anniversary strategy
- Emma/Patron Manager integration
- Digital Asset Management platform migration

Digital
- The Marketing and Communications Manager is the primary point person for KeyNote and SDYS’s digital presence. Working closely with the program team and members of the board and staff, they coordinate KeyNote and SDYS’ digital presence including:
  - Co-developing a digital strategy with President & CEO and External Relations Committee
  - Website implementation, strategy and vendor management
  - Website content management
  - Digital asset management (photos, videos, teaching tools, etc.)
  - Social media posts and advertising
  - Google Grant management
  - Analytics (website and social media)
  - Video and photo production
Marketing
- Organizational positioning and presence
- Youth Orchestra program registration, performances, activities, etc.
- Community program performances, activities, collaborations, etc.
- Early Childhood program registration, activities, collaborations, etc.
- Special events, galas, fundraisers, etc.
- Concert program ad sales, manage materials production and coordinate billing with Business Office
- Maintain relationships with local media (TV, radio, etc.)
- Building and maintaining photo library

Communications
- Developing organization-wide communications strategy, developing and implementing recurring emails, concert news, providing templates to program teams to support development of their own newsletters, etc.
- Public Relations for program areas, collaborations, President/CEO, Artistic Director, conductors and teaching artists as appropriate
- Collaborating with leadership team on potential stories, developing drafts as appropriate, working with PR consultant as appropriate, coordinating follow-up and results, coordinating television appearances as appropriate

Donor/Development-Specific
- In light of its brand re-ignition, KeyNote and SDYS are looking at how its donor strategy will shift in the coming years. The Marketing and Communications Manager will be a vital part of shaping that new strategy as part of the Development Team. The new strategy will focus on events, membership programs, fundraisers, appeals and stewardship to design a year-long series of activities designed to broaden KeyNote’s donor base and link donors to programs that matter most to them. Items to consider might include:
  - Donor collateral materials
  - Concepting and design coordination for both print and digital
  - Using donor management software to improve results
  - Re-branding events and membership programs

General Collateral
- The Marketing and Communications Manager is responsible for providing style guides and templates to all staff members so that they can implement their own newsletters, flyers, programs, limited website content, t-shirts, etc. These templates reinforce KeyNote brand standards and brand guidelines are provided to staff so that they can implement them themselves. The Marketing and Communications Manager responds to requests for new templates and interpretation of style guides but also handles certain large scale projects internally including:
  - Large concert programs
  - Major posters or signage
  - Major banners
  - Organization-wide promotional items
- In other cases, the Marketing and Communications Manager works with the Program Managers to oversee outside vendors for the creation and production of other annually produced, smaller scale materials including: concert programs, student handbooks, event flyers etc.

Other duties as assigned by the President/CEO
**Required Qualifications**
We’re seeking candidates who enjoy telling compelling stories and are able to inspire people to connect with our organization. You should have:

- Bachelor’s degree in communications, marketing, nonprofit management or a related field.
- Minimum three years in a leadership role in marketing
- Strong writing and copy editing skills
- Excellent layout and graphic design skills
- Excellent communication skills
- Exceptional organizational skills to track multiple deadlines and projects
- Strong interpersonal skills and collaborative team player
- Experience with preparing and working with budgets
- Proficiency in as many of the following software platforms as possible:
  - Adobe Creative Cloud including InDesign, Photoshop, Illustrator, Premiere
  - Google Office Suite, Microsoft Office Suite
  - Google Ad Grant/Analytics/Webmaster Tools
  - WordPress and related plug-ins
  - Social Media (Facebook, Instagram, LinkedIn)
  - Constant Contact, Emma
  - Vimeo, YouTube

**Preferred Qualifications**

- Knowledge of and experience with instrumental music and/or arts education
- Experience supervising and coaching employees
- Experience with fundraising software, preferably Salesforce and/or Patron Manager

**Additional**
All employees are required to be fully vaccinated against Covid-19 or have an approved, reasonable accommodation in place. This position also requires sitting, walking, standing, hearing, speaking, using technology, being able to lift up to 25 lb., and driving to locations pertaining to organizational operations. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document forms upon hire. This is a full-time position, with occasional work responsibilities on weekends and/or evenings especially for concerts and special events, and is eligible for employee benefits. We will begin reviewing applications immediately; position is open until filled.

**About KeyNote and San Diego Youth Symphony:** KeyNote and San Diego Youth Symphony’s mission is to instill excellence in the musical and personal development of students through rigorous and inspiring musical experiences. For nearly 80 years, we have served as a catalyst for investing in the future of thousands of young San Diegans through the study and performance of music. Through our flagship youth orchestra program in historic Balboa Park, our community engagement programs across San Diego County, and our early childhood music curriculum, KeyNote is San Diego’s most comprehensive provider of cradle-to-college music education programming, and a national leader in innovative community outreach, serving thousands of young musicians and their families every year.

At KeyNote and SDYS, we believe that music is a vehicle for giving young people the social, emotional, and academic skills that prepare them to enter a 21st-century workforce. We respect every young person who takes part in our programs and celebrate their accomplishments as musicians, as members of our community, and as future leaders in San Diego and across the nation.

For more information, please visit www.sdys.org.

Does this sound like you? If so, please send a thoughtful cover letter that describes why you are a good fit for the role and a copy of your resume to hr@sdys.org.