



Merit School of Music | Chicago, Illinois

Full-time Position Announcement:
MARKETING COORDINATOR

Position & Organization Overview

Merit School of Music is seeking a full-time **Marketing Coordinator**. The right candidate will be excited to build skills in many marketing areas, including campaign management, content creation, digital advertising, event coordination, and graphic design. We're looking for a creative problem solver who collaborates well with cross-functional teams. A love of music (of any genre) and passion for inclusion, diversity, equity, and anti-racism is a must!

Merit School of Music is committed to building a world in which historically underrepresented groups can attain access to quality music education. Simultaneously, Merit is continually working towards becoming an organization that is truly reflective of the city's demographics and the students we serve.

Essential Duties

Responsibilities of the **Marketing Coordinator** include, but are not limited to:

General Branding and Communications – approx. 40%

- Create storytelling and educational content to engage Merit's target audience, improve SEO, and increase brand awareness
- Design and implement social media strategy to increase reach and convert followers to students/donors
- Write and design communications content, including email newsletters, blogs, and e-books
- Collaborate with Merit faculty, staff, alums, and families to tell impactful stories and support cross-departmental goals
- Coordinate with third-party vendors, such as photographers, graphic designers, and artists
- Track, analyze, and continuously improve upon respective marketing activities

Student Recruitment – approx. 40%

- Support the marketing goal of increasing registrations for virtual and in-person classes and private lessons
- Develop multi-channel recruitment campaigns, including content, graphics, website, email, digital and traditional advertising, direct mail, and social media
- Write and design recruitment content, including website content and brochures
- Work with the Student Services and Program departments to continuously improve customer experience and parent satisfaction/retention

Fundraising Support – approx. 20%

- Support marketing goal to increase individual and corporate donations
- Coordinate with the development teams on multi-channel fundraising campaigns
- Promote Merit fundraising events and serve as onsite event staff as necessary

Personal Skills, Attributes, & Qualifications

The ideal candidate would possess the following qualifications:

- Bachelor's degree in marketing/other relevant field and/or 2+ years' experience in marketing/other relevant fields
- Excellent verbal, written, and interpersonal skills
- Experience with at least some of the following: Adobe Creative Cloud, Canva, or other graphic design tools; Constant Contact or other email marketing software; WordPress or other CMS; and/or social media marketing tools
- Willingness to learn new skills and seek out relevant educational resources/opportunities
- Flexible schedule to attend evening and weekend events/concerts as necessary (events/concerts are currently 100% virtual; in-person attendance will not resume until it is safe to do so in line with state and city metrics)

Compensation & Benefits

Merit offers a comprehensive employee benefits package, including the following items:

- Salary range of \$40K - \$45K based on experience.
- Full-time, exempt position, working 37.5 hours per week.
- Your first 90 days of employment are considered a probationary period. You will be eligible to participate in Merit's employee benefits package 30 days from your hire date following the first of the month. We offer a robust healthcare package including medical (HMO & PPO options), dental (HMO & PPO), vision care, and voluntary life insurance coverage.
- Paid time off (PTO) with annual increases and seven paid holidays in addition to a winter break (approximately one week).
- Following one year of employment, you will be eligible to invest in Merit's 401(k) plan, including a 3% safe-harbor contribution made by Merit.

Further information on Merit's benefits package and employee policies are available upon request.

Interested candidates should send their resume to hr@meritmusic.org. Applications will be accepted until the position is filled. Materials should be compatible with Microsoft Word or Adobe Acrobat. Applicants will receive confirmation of receipt of their materials and further guidance and updates about the hiring process by email, with interviews provided for finalists.

For more information about Merit School of Music, please contact the HR email listed above or visit www.meritmusic.org.

Merit School of Music is committed to enhancing the diversity of our musical community, recognizing that by providing a diverse, equitable, and inclusive learning environment for our students, we are preparing them for personal and professional success in an increasingly multicultural and global society. The Merit community recognizes that it has a responsibility for creating and sustaining a learning and working environment where difference is valued, and where equity and inclusion are practiced.