



Merit School of Music | Chicago, Illinois

Full-time Position Announcement:
MARKETING MANAGER

Position & Organization Overview

Merit School of Music is seeking a full-time **Marketing Manager**. The right candidate will have the opportunity to exercise their skills in various marketing areas, including content creation, social media management, digital marketing, and event coordination. We're looking for a creative problem solver who collaborates well with cross-functional teams.

Merit School of Music is a community music school located in Chicago's West Loop. Our primary goals are to help young people transform their lives and experience personal growth through music by providing access to sustained participation. Merit School of Music is committed to building a world where historically underrepresented groups can access quality music education. Simultaneously, Merit is continually working towards becoming an organization that reflects the city's demographics and the students we serve.

Essential Duties

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

General Branding and Communications – approx. 40%

- Create storytelling and educational content to engage Merit's target audiences, improve SEO, and increase brand awareness
- Design and implement social media strategy to increase reach and engage various audiences
- Write and design communications content, including monthly email newsletters, blogs, and e-books
- Support the day-to-day management of meritmusic.org through content creation, SEO, and ensuring website content is accurate and up-to-date
- Collaborate with Merit faculty, staff, alums, and families to tell impactful stories and support cross-departmental goals
- Track, analyze, and continuously improve upon respective marketing activities

Event Coordination and Onsite Support – approx. 25%

- Coordinate with cross-functional teams to plan and promote organizational and recruitment events, acting as onsite logistics support on behalf of marketing
- Help to ensure Merit's building is a friendly, welcoming environment and the Merit brand is well represented, creating an enjoyable customer experience for all visitors
- Act as onsite marketing support for Merit's Building Operations, Student Services, and Program teams by helping with printing, signage, and attending select programming activities and events on behalf of marketing

- Maintain marketing collateral, ensuring promotional items and printed collateral are stocked and organized and preparing marketing materials for events as needed
- Coordinate with third-party vendors, such as photographers, printers, and promotional products vendors

Student Recruitment – approx. 20%

- Coordinate with the Marketing Specialist to support the marketing goal of increasing registrations for classes and private lessons
- Support multi-channel recruitment and lead generation campaigns through content creation, social media, events, and additional communications as needed

Fundraising Support – approx. 15%

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

Personal Skills, Attributes, & Qualifications

The ideal candidate would possess the following qualifications:

- Bachelor's degree in marketing or another relevant field or 2+ years of experience in marketing or other related fields.
- Excellent verbal, written, and interpersonal skills. Ability to write short- and long-form content independently in brand voice and cater to various target audiences.
- Intermediate or above experience in at least two of the following marketing tool categories and ability to pick up new technology quickly (bolded tool names are what Merit currently uses):
 - Social media management (such as **HubSpot**, Hootsuite, or Sprout Social)
 - Marketing automation or email management (such as **HubSpot**, Active Campaign, Marketo, or Constant Contact)
 - CMS (such as **WordPress**, Squarespace, or Webflow)
 - Graphic design tool (such as **Canva** or **Adobe Creative Suite**)
- Experience building and optimizing social media campaigns. Social media expertise with at least two of the following platforms: Instagram, Facebook, LinkedIn, and TikTok.
- Experience with Microsoft Office Suite (mainly Word for writing/editing content and Excel for updating contact lists).
- Prior nonprofit experience is a plus but not required.
- Willingness to learn new skills and seek out relevant educational resources/opportunities.
- Long-term success in this role requires: attention to detail, ingenuity, initiative, and the ability to manage competing demands

COVID-19 Precautions

Except in cases of religious or medical exemption, Merit School of Music requires all employees to provide proof of vaccination and booster shots against COVID-19. Please plan accordingly. Merit invested heavily in its HVAC system to improve ventilation throughout the building. Face masks are recommended to everyone who enters the Joy Faith Knapp Music Center. At offsite events, Merit employees must follow the precautions taken by the host institution.

Schedule

- This is a full-time, overtime-exempt position.
- Please plan to work in person at Merit at least two days per week (Tuesdays and Thursdays preferred)
- The successful candidate should have a flexible schedule to attend evening and weekend events/concerts/meetings as necessary.

Compensation & Benefits

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

- Compensation is commensurate with experience but based on a starting salary of \$50,000 annually.
- Your first 90 days of employment are considered a probationary period. You will be eligible to participate in Merit's employee benefits package on the first of the month following 30 days from your hire date. We offer a robust healthcare package including medical (BCBS PPO and HMO options), Delta Dental (PPO and HMO), EyeMed vision care, and voluntary life insurance coverage.
- Paid time off (PTO) beginning at one day per month increases each fiscal year, seven paid holidays, and an additional winter break (approximately one week).
- Complimentary Headspace for Educators subscription with your Merit email address
- 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 is available upon request.

To apply, please upload your resume detailing your relevant experience and qualifications for this role [using this link](#). Applications will be accepted through Sunday, January 8, 2023. Materials should be compatible with Microsoft Word or Adobe Acrobat PDF. Applicants will receive confirmation of receipt of their materials through Airtable and further guidance and updates about the hiring process by email, with interviews provided for finalists.

ALAANA/BIPOC people, trans, and gender-nonconforming people, and women are encouraged to apply.

For more information about Merit School of Music, please 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.