

MEDIA AND COMMUNICATIONS DIRECTOR
Eastern Music Festival, Inc.

Eastern Music Festival (EMF), a 501c3 not-for-profit educational/artistic institution located in Greensboro, North Carolina, seeks a dynamic, creative, entrepreneurial professional with a proven track record to join its administrative team as the organization's full-time **MEDIA AND COMMUNICATIONS DIRECTOR**.

Reporting directly to Eastern Music Festival's Executive Director, the **MEDIA AND COMMUNICATIONS DIRECTOR** will cultivate and maintain positive relationships with current and potential program participants, audience members, faculty and staff, donors, corporations, foundations and public entities through the design, development and implementation of multi-faceted media and communications strategies.

Duties include:

- Creating and maintaining a unified voice through print and electronic media in collaboration with colleagues and contract employees.
- Overseeing branding and messaging and ensuring consistency of communications across all platforms.
- Securing feature articles, feature listings, radio, TV, newspaper and magazine interviews, reviews and other editorial coverage.
- Maintaining strong relationships with media personalities, journalists and editors.
- Writing and editing print copy, website copy and stories.
- Overseeing production of organization's electronic newsletter.
- Coordinating with box office and front-line customer service staff; technical consultants such as website developers and email marketing platform developers; freelance graphic designers and photographers; and freelance copywriters and program note writers.
- Overseeing the publication of EMF's annual 124-140-page playbill: selecting and working closely with content, design and print vendors; determining content and deadlines; gathering and editing faculty, performer and guest artist biographies, supervising production activities, securing purchased playbill advertising.
- Driving sales of annual inventory of 18,000+ tickets and generating audience for non-ticketed performances/events.
- Direct creative development of Festival's print, radio and digital advertising campaign for both student recruitment and for Festival promotion/ticket sales.
- Collaborating with administrative and artistic colleagues to set and manage annual marketing budget. This includes strategic planning and management of Festival's advertising campaign.
- Recruiting and supervising "marketing and communications" interns/summer staff.
- Representing EMF at public events, speaking engagements, conferences and student recruitment activities. (Occasional/infrequent overnight and out of area travel should be expected.)

Suitable candidates will have a bachelor's degree and at least five years of direct experience in the media, communications, public information, arts administration or related fields. The ideal candidate will enjoy working in a collaborative and creative office and will possess exceptional project management skills, an extensive knowledge of the not-for-profit communications and marketing field and a familiarity with performing arts/arts education content.

Salary: mid-40s. Benefits package includes medical/dental, paid vacation.

About Eastern Music Festival

Founded in 1962, Eastern Music Festival's mission is to promote musical enrichment, excellence, professional collaboration, innovation and diversity through a nationally-recognized teaching program, music festival, concerts and other programs which will enhance the quality of life, health and vitality of our region.

Eastern Music Festival is distinctive, set apart by our accomplished faculty, exhilarating repertoire, brilliant students, world-renowned visiting artists and extensive community outreach. We provide an unmatched educational opportunity for talented, dedicated, young musicians between the ages of 14 and 23 from North Carolina and around the globe. Our faculty/musicians are "teaching artists" of the highest order – and our annual student population of 220+ is extraordinary.

Our core Festival programming (presented during our five week Festival each summer) features a faculty of over 70 professional musicians as well as guest artists of remarkable talent from around the world, and 220+ young artists performing over 60 concerts.

We are global ambassadors for Greensboro and a visible and respected international arts & educational institution.

To Apply:

To apply, please send resume, a list of three references and portfolio samples/writing samples to execasst@easternmusicfestival.org.

Please include "**MEDIA AND COMMUNICATIONS DIRECTOR**" in the email subject.

It is our sincere intention to have a candidate starting in this position by early October 2018. Applications will be reviewed as received and the position will remain open until a candidate is hired, however.

###