



Job Title: RSC Marketing & Communications Manager

Classification: Exempt, Full-Time

Reports to: Director, The Rivers School Conservatory

Description:

The RSC Marketing & Communications Manager plans and implements the promotion of all programs, ensembles, and events for The Rivers School Conservatory through digital and print materials. Strong writing and design skills are required.

Essential Job Functions Include:

Written Communications

- Send weekly newsletters to parents/guardians, and quarterly newsletters to full mailing list.
- Write approximately three blog posts per issue for each quarterly newsletter.
- Author two pages for each biannual edition of The Riparian (The Rivers School alumni magazine).
- Write and distribute all press communications.

Print Content Creation

- Design brochures, program books, flyers, postcards, print ads, yard signs, and all RSC materials utilizing branding guidelines.
- Work close with vendors to manage print production timelines and delivery, as well as procuring quotes and approving proofs.

Digital Content creation

- Design and coordinate all digital content for RSC including social media accounts, email blasts, and in-house TV signage.

Special Events

- Promote annual events, including the Rivers Jazz Festival, Seminar on Contemporary Music for the Young, and Holiday Pops.
- Coordinate outreach events as assigned, including family orientations, open houses, trial lessons, and admissions receptions.

Other Duties

- Work closely with offsite videographer for scheduling and content distribution.
- Set up and manage online ticketing for concerts and special events.

Qualifications

- Excellent written, verbal, and interpersonal communications skills.
- Demonstrated ability to efficiently and accurately produce print and digital assets.
- Interest in and working knowledge of classical and/or jazz music highly desirable.
- Facility in MailChimp, Canva, Eventbrite, Facebook Add Campaigns, Microsoft Applications, Google Drive, Jotform, Paperless Post, Wordpress, Adobe creative Suite. Photography and/or video editing skills a plus.
- Ability to work independently and as part of a small team.
- Ability to prioritize requests from faculty, administrators, staff, and parents.

Salary: Commensurate with Experience

To Apply:

Email resume and cover letter to Gabriella Sanna, Director, The Rivers School Conservatory at g.sanna@rivers.org. No phone calls, please.

The Rivers School is an equal opportunity employer dedicated to non-discrimination in employment. The Rivers School selects the best qualified for the job based on job-related qualifications regardless of race, age, religion, gender, national origin, ancestry, marital status, sexual orientation, gender identity, disability, veteran's status or any other status protected by applicable law. We welcome candidates who will increase our diversity; we encourage candidates of color to apply.

The Rivers School Conservatory

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