



## FROM THE TOP

### Marketing & Communications Manager

**From the Top, Inc.** is a non-profit organization that identifies, celebrates, and supports outstanding young classical musicians. Through award-winning NPR and PBS programs, online media, a national tour of live events, and education programs, From the Top shares the stories and performances of pre-collegiate classical musicians with millions each week. From the Top's training and mentorship programs prepare young musicians to connect with audiences, serve as positive role models, and give back to their communities.

**Job Description:** *From the Top* seeks a detail-oriented, team player to serve as **Marketing & Communications Manager**. This is a full-time position that will support the Marketing & Communications Department and will report to the Director of Marketing and Communications. This is a fast-paced, high-energy office and we are looking for a self-starter with a personal commitment to music and the arts. The ideal candidate will have proven oral and written communication skills, will be organized and capable of managing multiple projects simultaneously; and an independent and pro-active worker. She/he will be eager to contribute as part of a team, take personal pride in his/her work, be inquisitive, analytical and creative. She/he will also be adept with using web applications and familiar with the world of social media.

**Duties & Responsibilities:** Provide support for From the Top's marketing and communications initiatives in the areas of:

- **Public Relations & National Tour Marketing:** Support efforts to publicize From the Top's live national tour and weekly radio broadcasts including drafting press releases, compiling press kits, writing program guides, creating marketing tools and PR templates for From the Top's presenting partners; and managing ticket sales and local advertising campaigns for Boston-area tapings
- **Social Media, Web, and E-Communications:** Manage From the Top's Facebook, Twitter, and Instant Encore profiles; respond to and track inquiries generated through fromthetop.org; update content on From the Top's Drupal-based web site; write and manage editorial on From the Top's WordPress blog; manage From the Top's online retail operations; upload and manage content on YouTube; and coordinate the creation of From the Top's email marketing communications
- **Data Management:** Working within Raiser's Edge database, the position will play a large role in the maintenance of the Marketing department's data, including press contacts, audience members, and eNewsletter subscribers

The position will supervise From the Top interns and assist with special projects as needed. Occasional weekend and evening hours required. Occasional local and out of state travel required.

**Qualifications:** Bachelor's degree and 2-3 years of professional experience in related field required, proven writing abilities, experience working with social media and comfort with new technologies, Mac/PC proficiency required; knowledge of Drupal and/or basic HTML, Adobe Creative Suite, basic video editing, and Raiser's Edge database preferred.

**Salary and benefits:** Annual salary between \$40K-\$50K based on qualifications and experience. This is a full time, salaried position with benefits.

**To apply:** *Send resume, cover letter and writing sample to [jobs@fromthetop.org](mailto:jobs@fromthetop.org). No phone calls please.*

**From the Top, Inc.** is an equal employment opportunity employer.