



## **POSITION ANNOUNCEMENT**

### **MARKETING & PUBLIC RELATIONS MANAGER, EARLY MUSIC AMERICA**

Status: Full time, base salary plus commission on advertising sales, healthcare reimbursement, vacation, must be able to travel

Reports to: Executive Director

Location: Remote employment will be considered. Pittsburgh, PA residents preferred.  
EMA Office-801 Vinial Street, Suite 300, Pittsburgh, PA 15212

## **ORGANIZATION**

Early Music America is a national nonprofit service organization for the field of early music in North America. Founded in 1985, EMA expands awareness of, and interest in, the music of the Medieval, Renaissance, Baroque, and Classical periods. Please visit our website for further information about our programs and activities: [www.earlymusicamerica.org](http://www.earlymusicamerica.org)

## **SUMMARY**

This position will report to the Executive Director and oversee all aspects of national advertisement, marketing and public relations for the organization.

## **RESPONSIBILITIES**

### **Advertising**

#### ***EMAg, the Magazine of Early Music America (print and online)***

- Create and execute annual advertising development plan for three issues of EMAg that includes the following:
  - bringing in \$80,000 in revenue for the current fiscal year
  - selling multiple and single-issue advertising to current and new advertisers
  - setting goals to increase revenue annually
  - create, maintain and update spreadsheet of current and new, potential advertisers with the goal to maintain current advertisers and increase the number of new advertisers
- Initiate, establish, develop, and steward relationships with advertisers (from initial sale to final thank you)
- Create, distribute, receive and organize all contracts, issue-by-issue, in an advertising spreadsheet for internal billing and production purposes
- After contracts are finalized, manager will send invoices (via email/PDF), track incoming payments, process advertiser credit cards in our database, and follow-up on past due invoices
- Organize and verify all advertising submissions as well as troubleshoot and resolve any problems during production of each issue before forwarding them on to editor
- In coordination with Executive Director, arrange for trade advertisements with interested parties
- With the approval of the Executive Director, place advertisements in other publications
- Acts as production liaison between EMA staff and Editor (lo-res proof trafficking)
- Other duties as assigned

### **Website**

- Create and execute sales plan annually for EMA's website ([www.earlymusicamerica.org](http://www.earlymusicamerica.org)) that includes selling and scheduling ads
- Upload ad files to web site

### **Monthly E-Newsletter**

- Create and execute sales plan annually for EMA's monthly newsletter, E-notes, that includes selling and scheduling sponsorships
- Send sponsorship graphics and texts to Special Projects Coordinator to include in layout
- Confer with EMA staff about E-notes content as part of advertising planning

### **Public Relations & Marketing**

- Create and execute customized public relations/marketing plans around EMA programs and events that includes, but is not limited to, writing and distributing press releases, pitching stories for print, contacting radio/TV for air spots, and finding new and innovative ways to promote these endeavors in the specific cities and surrounding areas
- Maintain and update press list annually including radio, TV, newspapers and other media sources
- Initiate, establish, develop, and steward relationships with press list and opinion leaders
- Create, maintain and update prospect list for new, potential press/media outlets
- Coordinate videographers and photographers for EMA events
- Create (in cooperation with EMA staff), distribute and collect image release forms (as needed)

### **Website**

- Responsible for updating and maintaining current information on EMA's website (WordPress)

### **Festivals, Exhibitions & Meetings**

#### **Boston Early Music Festival (held every other year)**

- Work with BEMF staff to reserve table at their exhibition
- Attend and represent EMA at exhibition
- Coordinate and meet with current and potential advertisers to steward relationships
- Solicit volunteers to help aid in Exhibition
- Other ancillary duties surrounding the Exhibition as needed
- Assist EMA staff as needed with EMA's Young Performers Festival

#### **Annual Awards Ceremony & Board Meeting**

- Attend Annual Awards Ceremony and assist EMA staff as needed (held at annual Festival).
- Attend Board Meeting(s) and submit report to the Executive Director prior to the meeting that includes a recap of the last six months of work.

**All other projects as requested by Executive Director.**

## REQUIREMENTS

- BA/BS Degree (Communications, Advertising, Marketing, Business or applicable field or related experience)
- 3-5 years of sales, marketing and public relations experience
- Strong cold-calling, business development, relationship building and prospecting skills
- Strong negotiation and listening skills
- Ability to work well under pressure, juggle multiple projects concurrently, handling various deadlines, and prioritizing tasks under tight timelines
- Ability to work independently
- Experience leveraging PR to increase brand awareness
- Exceptional written and verbal communication skills
- Ethical behavior, and a desire to work in, and contribute to, a professional and positive work environment
- Sense of humor absolutely necessary
- Proficient in Microsoft Office
- Experience with CIVI CRM & WordPress is a plus
- Adobe Suite, not required, but preferred
- Comfort with office dog required

## APPLICATION

Email your cover letter and resume by August 19 to: Ann Felter, Executive Director at [ann@earlymusicamerica.org](mailto:ann@earlymusicamerica.org). No phone calls please.