

THE GILMORE

DIGITAL MARKETING COORDINATOR

IRVING S. GILMORE INTERNATIONAL KEYBOARD FESTIVAL

The Gilmore is a non-profit organization that presents the biennial Gilmore Keyboard Festival and administers the Gilmore Artist and Gilmore Young Artist Award programs, which are highly regarded in the international classical music industry as leading contributors to the advancement of pianists' careers.

We are seeking a highly motivated, organized, enthusiastic, articulate, and creative individual to join our team. This full-time position offers a competitive salary and benefits along with the opportunity for advancement. The Digital Marketing Coordinator reports to the Director of Marketing & PR.

RESPONSIBILITIES INCLUDE

- Creates and publishes dynamic content on The Gilmore's digital channels
- Maintains and updates Gilmore website content and contributes to development of interactive strategy
- Produces and coordinates organization's email campaigns
- Researches and acquires promotional material on artists presented at the biennial Festival, Piano Masters Series and annual Rising Stars Series
- Coordinates production of program notes for biennial Festival, Piano Masters and Rising Stars series
- Writes copy for and assists in proofreading marketing materials, including press releases, print ads, newsletters, emails and brochures
- Participates in the development of marketing plans and publicity strategies for the organization and individual departments
- Maintains photography files
- Other duties as assigned

QUALIFICATIONS

Bachelor's degree and a minimum of three to five years of experience in marketing, communications or related field
Web/social media savvy

Exceptional communication and organizational skills, with ability to handle multiple concurrent projects

Design sensibility, basic Photoshop and/or graphic design skills, and basic HTML knowledge

Experience using email marketing software

Knowledge of Customer Resource Management tools, Tessitura preferred

Proficiency with Microsoft Office and Adobe Creative Suite

Interest in music (particularly classical and jazz), a plus

SALARY AND BENEFITS

Salary commensurate with experience; health insurance with employee contribution, life insurance, 401k plan, paid vacation, holidays and sick leave

TO APPLY

Interested applicants must submit a resume, cover letter, and salary requirements to:

The Gilmore, Attn: Mary McCormick, Director of Marketing & PR, 359 South Kalamazoo Mall, Suite 101, Kalamazoo, Michigan, 49007 or Fax (269) 342-0968 or E-mail mmccormick@thegilmore.org.

In addition, please include the following work samples with your application:

1. Original writing sample or professional blog on a current topic in classical music
2. Sample of work completed using Adobe Creative Suite software

Applications will be accepted immediately and until position is filled.

thegilmore.org

Equal Opportunity Employer M/F