



## **Marketing Coordinator**

Status: Full-time

Supervisor: Director of Marketing & Communications

Salary/Salary Range: \$40,000-\$44,000

**Schedule:** Generally, Monday-Friday, 35 hours weekly during business hours (9am-5pm), with occasional weekday evenings/weekend hours to cover events. Flexibility to attend and support select evening and weekend events throughout the year, including performances, fundraisers, and community programs, to capture photography, video, and promotional content, as well as assist with on-site marketing needs. Flex time arranged in coordination with the Director of Marketing & Communications to accommodate a healthy work-life balance.

### **Key Responsibilities**

- Develop and implement content calendars and campaigns for all social media platforms (Facebook, Instagram, YouTube, etc.), ensuring timely and engaging posts.
- Write, design, and schedule social media posts aligned with Hochstein's branding and current initiatives.
- Develop and manage email marketing campaigns through platforms like Constant Contact, including newsletters and promotional emails.
- Maintain and update the website, including class listings, faculty bios, event updates, and program details, ensuring content is up-to-date and optimized for search engines.
- Collaborate with faculty and staff to gather content (stories, testimonials, photos) that can be used in digital marketing campaigns.
- Capture photos and video content at key events and maintain a well-organized digital asset library for marketing use.
- Coordinate the production of videos and graphics to enhance digital storytelling and improve engagement.
- Assist in the design, layout, and production of printed materials, such as brochures, postcards, flyers, signage, posters and concert programs.
- Manage and maintain all signage across the building, including external signboards, internal bulletin boards, and digital display screens, ensuring accurate and timely promotion of programs, events, and campaigns.
- Manage and update external event listings on community calendars, partner websites, and other media outlets.
- Support the Director in developing and managing content for fundraising initiatives, annual reports, and sponsorship materials.
- Other duties as assigned by the Director of Marketing & Communications.

## **Qualifications (preferred):**

- Excellent communication skills, both written and verbal, including effective copy writing skills in a range of situations, e.g. e-newsletters, web site, print advertising, etc.
- Graphic design experience, including working with outside contractors
- Proficient with analysis and design software.
- Knowledge and experience with social media campaigns
- Knowledge and experience with internet marketing campaigns, including SEO
- Knowledge and experience with public relations a plus
- Ability to execute a data-driven approach to track results, recognize trends, and stay ahead of them
- Strong computer skills
- Demonstrated ability to work at a fast pace and manage multiple projects effectively
- Excellent customer service skills and attitude; friendly and accessible temperament
- Problem-solving skills, pro-active and innovative mindset, and high level of efficiency
- Associate's Degree required, Bachelor's Degree or equivalent experience preferred

Position available immediately; training schedule TBA; will remain open until filled. Position includes a range of benefits, including health coverage. Also eligible for 20% staff discount on lessons and classes at Hochstein.

**Please email letter of interest, resume, and three references to Jay Stracke, Director of Marketing & Communications at [jay.stracke@hochstein.org](mailto:jay.stracke@hochstein.org)**

*Hochstein is a vibrant organization in Rochester, NY, offering instruction in music, dance, and expressive arts (music, art, and dance therapy). Hochstein annually serves more than 3,500 students from a 12-county region surrounding Rochester. The School is active throughout the community and provides tuition assistance to more than 50% of its students. The acclaimed Hochstein Performance Hall, located within the school's historic downtown building, hosts frequent concerts and events.*

*The Hochstein School is an Equal Opportunity Employer. It is our policy to afford equal opportunities to all persons employed by or seeking employment with the School. The School prohibits unlawful discrimination on the basis of an employee's or applicant's race, color, religion, creed, sex, sexual orientation, gender identity and expression, national origin, citizenship, age, disability, marital status, military or veteran status, arrest or conviction record, status as a victim of domestic violence, predisposing genetic characteristics, familial status, the employee's or the employee's dependent's reproductive health decision-making, and any other status protected by federal, state, or local laws. Please visit these links for information regarding employee rights under the [Family Medical Leave Act](#) and [Employee Polygraph Protection Act](#).*