



POSITION ANNOUNCEMENT

MANAGER, MARKETING

The Wisconsin Conservatory of Music seeks qualified applicants for the position of Manager, Marketing

POSITION CONCEPT

The Manager, Marketing is an integral part of the Marketing and Development department, primarily responsible for the web and graphic design needs of the Conservatory. Duties include development of websites and/or web applications, design and creation of online and print materials, coordination of marketing placements and accounts, project and vendor management, and other marketing needs as assigned. The manager reports to the Vice President of Marketing and Development. Skills required include: exceptional experience in web development, web design and graphic design; understanding of institutional marketing; strong written/oral communication and time management skills; excellent customer service skills; and knowledge of music education and performance. This individual must show maturity and an ability to effectively communicate and follow the mission of the Conservatory and the policies of the President and Board of Directors.

DUTIES AND RESPONSIBILITIES

The duties of this position include, but are not limited to:

Web Design

- Development and design of websites and/or major and minor web applications and components for external users.
- Design and development of web pages, graphics and multimedia.
- Design, develop, test and deliver web sites, applications and components.
- Enhancements and defect resolution on an ongoing basis.
- Create web applications and components from the requirements stage, through design, to production deployment.
- Effectively develop in a clean, well structured, easily maintainable format.

Graphic Design

- Design and produce print and electronic materials to support the mission of the Conservatory from preparation to final approval.
- Research and coordinate outside vendors, including printers, fulfillment services, designers, etc.

Other

- Update and create website and social media content.
- Produce and manage broadcast email campaigns.
- Monitor and maintain brand consistency across the organization.
- Ensure the highest level of customer service in all areas of customer relations.
- Coordinate with other departments to do recruiting and outreach for the Conservatory, as assigned.
- Support all education programs, classes and special events as requested.
- Attendance at specified evening and weekend performances and rehearsals may be required.
- Coordinate direct mail projects.
- Other duties as assigned.

QUALIFICATIONS

EDUCATION: Bachelor's degree or higher; web and/or graphic design degree preferred.

RELATED EXPERIENCE: The successful candidate will have: ability to work independently and creatively; strong oral and written communication skills; experience designing materials for institutional marketing; experience working with all areas of media.

Web Design: experience in web development and/or design; proficiency in Adobe Dreamweaver, Wordpress or other web design programs. Ability to write in a variety of computer languages, such as HTML or Java; knowledge of CSS, HTML, PHP and Java coding; basic database is helpful but not required.

Graphic Design: experience working with Adobe InDesign, Illustrator, Photoshop and other design programs; understanding of the printing process and specifications; familiarity with production and rendering methods, including drawing, offset printing, photography, interactive media; creative thinking skills. The ability to work with programming scripts, including XML and HTML is an asset.

Other: content management and broadcast email systems; experience working with the Microsoft Office Suite; excellent organizational skills; knowledge of the performing arts; ability to multi-task successfully; an ability to maintain the highest professional ethics at all times.

SALARY

Salary is commensurate with experience. Competitive benefits package is available to all full-time employees.

APPLICATION

Please send a cover letter, resume/CV and the names of five (5) relevant references, electronic submissions preferred, to:

Rachel Fritz, Chief Operations Officer
Wisconsin Conservatory of Music
1584 N. Prospect Avenue, Milwaukee, WI 53202
rfritz@wcmusic.org

References will not be contacted without permission of the applicant.

Application deadline: ONGOING UNTIL POSITION IS FILLED. NO PHONE CALLS.

The Wisconsin Conservatory of Music is an Equal Opportunity Employer. The Conservatory prohibits discrimination based upon an individual's age, ancestry, citizenship, color, creed, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any other characteristics protected by applicable federal, state or local law.