



Marketing and Communications Specialist

Department: Development
Reports to: Executive Director
Supervises: Contract Positions (graphic design, printers, photographers, web-based designers)
LOCATION: Baton Rouge, LA

Description of the Organization:

Now in its seventh year, Kids' Orchestra provides opportunities for 800 kindergarten through fifth graders to study an instrument, play in an orchestra or sing in a choir. Kids' Orchestra's mission is impact children's lives by creating a sense of community through afterschool musical training and enrichment programs. Kids' Orchestra has delivered quality opportunities focused on musical enrichment for K-5 students in collaboration with families and teaching artists, growing from 50 youth participants in 2011 to nearly 800 in the 2017-18 school year.

Social Media/E-Newsletters

- Create engaging content for all social media platforms, including Facebook, Instagram, and Twitter, on a consistent basis
- Send e-newsletter twice a once a month with engaging content

Public Relations

- Write and send relevant press releases following AP Style
- Serve as organization media point of contact
- Actively pursue media coverage, i.e. print editorial features, TV news, radio interviews
- Archive all media coverage
- Monitor communications across the organization, keeping brand and messaging consistent

Website Management

- Update web content with relevant program information
- Maintain accurate donor recognition on website
- Maintain consistent website branding/style

Advertising

- Coordinate billboard, print and radio ad placement as needed

Collateral

- Oversee the updates and/or creation of Kids' Orchestra collateral, including but not limited to: annual brochure, donation envelopes, donor presentation folders, event save the dates/invitations

Branding

- Ensure all departments properly use logo, font, and colors
- Copyedit memos and other publicly distributed documents across departments as needed