



**Job Title: Marketing and Development Assistant**

**Reports To: Executive Director**

**Location: Winston-Salem, NC [hybrid remote/office]**

**Position Type: Part-time**

### **Position Overview:**

The **Marketing and Development Assistant** will play a key role in supporting the marketing and development efforts of Piedmont Wind Symphony, ensuring the growth of the organization's brand presence and fostering relationships with donors, sponsors, and patrons. This position offers a unique opportunity to work within the arts, supporting initiatives that strengthen the community's engagement with wind symphony music and enhance financial sustainability through strategic marketing campaigns and fundraising efforts.

The ideal candidate will possess strong organizational skills, creativity, and an understanding of arts marketing, while demonstrating a passion for classical music and community engagement.

### **Key Responsibilities:**

#### **Marketing Support:**

- Assist in the creation, execution, and tracking of marketing campaigns, both online and offline, to promote the symphony's concerts, events, and programs.
- Support the management of social media channels, including content creation, scheduling, and audience engagement.
- Draft press releases, newsletters, and promotional materials in collaboration with the Executive Director.
- Coordinate the development of print and digital marketing collateral, including flyers, posters, brochures, and email blasts.
- Monitor and report on marketing analytics, helping to track the effectiveness of campaigns and suggest improvements.
- Maintain and update the symphony's website and digital presence to ensure timely and relevant content.

#### **Development Support:**

- Assist in donor and sponsor relations by preparing communications, thank-you letters, and stewardship materials.

- Help with the planning and execution of fundraising campaigns, including annual appeals and special events.
- Support the preparation of grant proposals and other funding materials as needed.
- Help coordinate special events for donors, patrons, and volunteers, including galas, private events, and donor recognition programs.

### **Administrative Support:**

- Provide general administrative support to the Executive Director including scheduling meetings, managing calendars, and assisting with event logistics.
- Assist in maintaining an inventory of marketing and development materials, including print collateral and promotional items.
- Prepare reports and presentations related to marketing and development performance.
- Handle routine inquiries from patrons, donors, and the public, providing excellent customer service and promoting the symphony's mission.

### **Qualifications:**

- **Education:** Bachelor's degree in marketing, communications, arts management, or a related field (or equivalent work experience) is preferred.
- **Experience:** 1-2 years of experience in marketing, development, or event coordination, preferably in the nonprofit or arts sector.
- **Skills:**
  - Strong written and verbal communication skills.
  - Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) or Google Workspace.
  - Experience with social media platforms and content management systems (e.g., Instagram, Facebook, TikTok, Mailchimp).
  - Familiarity with donor management software (e.g., DonorPerfect, Salesforce) is a plus.
  - Basic graphic design skills (Adobe Creative Suite or Canva) is preferred.
  - Ability to work in a fast-paced environment, manage multiple projects, and meet deadlines.
  - Strong attention to detail and organizational skills.
  - Strong enthusiasm for classical music and the arts.

### **Personal Attributes:**

- **Creative:** Ability to think outside the box and contribute innovative ideas for marketing and fundraising efforts.
- **Team-Oriented:** A collaborative and positive attitude, willing to work as part of a dynamic team.
- **Patron-Focused:** A passion for delivering exceptional experiences for donors, patrons, and stakeholders.
- **Adaptable:** Comfortable working in an evolving environment and handling various tasks simultaneously.

### **Compensation:**

- \$15 / hour up to 15 hours per week

### **How to Apply:**

Interested candidates should submit a resume, cover letter, and a sample of writing or other relevant work (e.g., social media posts, marketing materials) to [join@piedmontwindsymphony.com](mailto:join@piedmontwindsymphony.com) by January 31, 2025. Please reference "Marketing and Development Assistant" in the subject line.

**Piedmont Wind Symphony is an equal-opportunity employer and encourages candidates of all backgrounds to apply. We are committed to fostering a diverse, inclusive environment where creativity and innovation can thrive.**