



Manhattan School of Music Position Description

Title: Marketing and Communications Associate, Recruitment
Dept.: Media & Communications
Reports to: Vice President for Media and Communications
Supervises: n/a
Internal Contacts: President, Provost and Senior Vice President, Vice President for Media and Communications, Director of Administration and Human Relations, Dean of Enrollment, Director of Digital Strategy and Publicity, Director of Design, Director of Admissions, Graphic Design and Social Media Associate, Editor (Design Office), all Faculty and Administrative Departments
External Contacts: Press representatives, photographers, printers, advertising sales reps, other suppliers as required
Start Date: Available immediately

Domains

The successful candidate will report to Manhattan School of Music (MSM)'s Vice President for Media and Communications and act as a day-to-day liaison between the offices of Media & Communications and Admissions with central focus to promote MSM as an enrollment destination. Work will be done in the collaborative context of both Media & Communications and Admissions & Financial Aid, with the successful candidate being generally responsible for the overall execution of a newly developed Recruitment Marketing Strategy aimed at accomplishing MSM enrollment goals. Central to this execution will be the day-to-day researching, editing, packaging, and disseminating of MSM-related success stories, good-news items, and Admissions-related instructions to a targeted list of recipients.

The Marketing and Communications Associate, Recruitment, will be responsible for the following:

- Detailed and widespread day-to-day research into success stories and good-news items relating to MSM alumni, current students, and faculty, making use of MSM's internal "success stories" email address, online media monitoring sources (ex. Google Alerts), print publications, newsletters, relevant institutional websites, press, etc.;
- Determine which of the news items are worthy of dissemination, and then write and edit the information into readable, newsy, entertaining language;
- Using the newly developed Recruitment Marketing Strategy, determine the intended audience (the public, the MSM Community, potential students, high school Guidance

Counselors, media representatives, etc.) and the appropriate vehicle for the various news items, and package accordingly;

- The active dissemination of MSM success stories will include:
 - strategically timed and targeted email campaigns;
 - contributing strategically timed and targeted social media posts and campaigns, both on the institutional MSM social media platforms and on a discrete Admissions Facebook page (as yet unlaunched);
 - management of discrete Admissions Facebook page (as yet unlaunched);
 - regular MSM website content updates, including homepage blog posts, etc.;
 - develop and leverage MSM materials to communicate success stories, such materials to include postcards; twice yearly *Manhattan School of Music* magazine; viewbooks; admissions brochures; newsletters; e-blasts; print and digital advertising; and other materials TBD
- Work with colleagues in Alumni Engagement to coordinate timing of *alumni* success-story announcements;
- Work with colleagues in the Design Office as needed to maximize graphic potency of success-story announcements and related materials;
- Adhering to the elements of newly developed Recruitment Marketing Strategy and collaborating closely with Admissions colleagues on outreach, work to consolidate existing, and build new, relationships with high schools, colleges, summer programs, and other potential sources of new student applicants;
- Oversee dissemination of existing students' success stories to relevant students' hometown local media outlets in order to develop a pipeline of media reinforcing MSM name and reputation for excellence in towns and cities all over the world;
- Conduct "Best Practices" oversight of admissions-related and news-dissemination strategies at MSM's institutional counterparts and like-minded institutions.

Administrative

- Assist the Media and Communications department, as needed, in responding and managing inquiries and news posts from Faculty and Staff
- Be prepared to take on other related duties, within Content Management, PR, and Administrative responsibilities, as needed and as reasonable

Job Requirements

- Must be able to work efficiently on a defined schedule in a fast-paced, deadline-driven environment
- Minimum 2 years of experience working with internal and external clients and vendors
- Strong writing and copy editing skills required
- Excellent computer skills, including Word, Excel, PowerPoint, and Adobe Creative Suite

- Basic HTML/CSS skills and technical skills an asset, or willingness to learn
- Marketing experience an asset
- Social media expertise required
- Must be a self-motivated individual who thrives working in a team environment
- Must have excellent organizational skills
- Experience working in an arts and/or education environment a major plus
- Demonstrated passion for music and education a major plus
- Related Bachelor's degree

Contact Information: Send letter of application, résumé (including three references), writing samples, and salary expectations by mail or email to:

Hilary Purrington
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