



**Job Title** | Marketing Specialist

**Status** | Part-time, 20-24 hours per week, non-exempt

**Pay Rate** | \$15-\$17 per hour, to commensurate with experience. Flexible schedule. WSD school holidays observed.

**Reports to** | Executive Director

**Wausau Conservatory of Music**, a regional school committed to music education, helps students of all ages and abilities explore their potential, guided by exceptional, skilled faculty in a welcoming and accepting environment. WCM was founded in 1981 and currently serves over 900 individuals annually through music lessons, group ensembles, classes, camps and Festivals.

### **Job Overview**

The Marketing Specialist is responsible for planning and implementing all strategic and general marketing to support the mission and vision of the Wausau Conservatory of Music by expanding awareness, engaging the public, attracting new audiences, developing marketing, building market share, generating leads and increasing overall revenue contribution throughout the organization. The marketing specialist will be responsible for digital content and graphic creation, management of the Conservatory's editorial calendar, and managing all aspects of the organization's social media presence. Ideally, the candidate will be comfortable working both independently and collaboratively within a small, close-knit team, and thrive in a fast-paced, deadline driven environment. The successful candidate will support the strategic initiatives of the Marketing and Development Committees. The Marketing Specialist must be able to communicate effectively with a diverse range of stakeholders.

### **Responsibilities and Duties**

#### **Marketing Strategy**

- Perform marketing research to better identify target audiences and needs.
- Use research findings to generate leads and maintain consistent reach, awareness, and opportunities for growth in each market through traditional and digital media.
- Develop innovative ways to reach a target demographic in each market to include the use of technological advances, outreach organizations, advertising, and student trends.
- Create growth opportunities by developing community relations and identifying referral sources.
- Serve as in-house graphic designer.
- Creates content for all external communications, including print and digital. Design effective ad campaigns.
- Reviews projects across the organization to ensure proper grammar, accuracy and meeting of style guidelines.
- Plans and develops communications to support marketing objectives.
- Working with the Executive Director, support the marketing and development committees by developing and implementing strategies to meet their goals and objectives.



### **Communications**

- Support the administrative team by providing written content for branded emails, social media posts and campaigns, offline marketing material, web-based stories and blogs.
- Help review content documents across the organization for relevancy, consistency and brand compliance.

### **Web and Social Media**

- Lead content creation and manage all aspects of the Conservatory's social media presence (website, LinkedIn, Facebook, Instagram, Twitter, YouTube)
- Drive strategy to increase daily engagement on the Conservatory's social media accounts
- Increase awareness for Conservatory lessons, programs and services.  
Update website and build website landing pages to support marketing initiatives.

### **Data & Analytics**

- Monitor, report and present on online engagement analytics (web, email, social media, earned media)
- Leverage key engagement metrics across platforms to optimize content, messaging and distributions

### **Administrative Duties**

- Work on projects to support fundraising initiatives, special presentations, events, and other work as assigned.
- Oversight of marketing budget.
- Provides excellent customer service to internal customers and effectively interfaces with outside constituents, consultants, and vendors.
- With other administrative staff, support events and recitals as needed.
- Answer phones and take customer payments as needed.

### **Qualifications**

- 4-year degree, preferably marketing, advertising, communications or related field.
- Entry-level marketing experience with a minimum of 2-4 years in coordinating marketing and/or advertising campaigns, to include online placements.
- Self-starter who can work independently as part of a team.
- Strong analytical skills and attention to detail.
- Exceptional communication, writing and editing skills required.
- Ability to operate and troubleshoot standard office equipment.
- Ability to adapt and pick up new skills.
- Keen eye for graphic design, attention to detail and creativity.
- Proficiency with various web and social media platforms including WordPress, Twitter, Facebook, Instagram and YouTube.
- Interest and knowledge of current events and marketing trends.



This position is a part-time, non-exempt position of 24 hours per week. Office hours are typically Monday-Friday, 8am-6pm. Some evening and weekend availability is a requirement for meetings, concerts and events. Preference will be to have a set schedule each week.

Must complete background screening.

**Physical Demands:** The position requires moderate physical effort on a daily basis such as walking, bending, stooping and standing for periods of time.

Please send your cover letter, resume, portfolio or work samples, and names of 3 references to [Employment@wausauconservatory.org](mailto:Employment@wausauconservatory.org)

Applications will be accepted until July 11, 2021.

**Non-Discrimination Clause:** The Wausau Conservatory of Music does not discriminate against individuals on the basis of sex, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability. Federal law prohibits discrimination in education and employment on the basis of age, race, color, national origin, sex, religion, or disability.