



Open position: Marketing Manager

About the position

ROCO is seeking a part-time Marketing Manager. This role is integral to deepening connection with ROCO audiences, focusing heavily on content creation and distribution on various digital platforms, including ROCO's website, social media channels, mobile app, and emails. ROCO often blurs the lines between promotion and audience engagement using social media, livestreaming, and on-demand access to recordings. We believe that access is the gateway to all audience participation, inside the concert hall and beyond; this position plays a vital role in this intersection.

About ROCO

ROCO is a dynamic and innovative professional music ensemble that flexes from 1 to 40 players from all over the US and Canada, with guest artists from around the world. Performing intimate concerts in dozens of venues, ROCO's musicians don't just give concerts – they challenge preconceptions, create extraordinary experiences, and foster new relationships with audiences through the language of music.

ROCO's debut album, *Visions Take Flight*, was recognized with a GRAMMY® Award for Producer of the Year. Widely recognized for diversity in programming, a recent study from the Institute for Composers Diversity found ROCO is the number one ensemble in the US for performing the works of women and number two for the works of composers of color. Additionally, ROCO has one of the highest numbers of commissioned, world premieres in the US, over 125 to date.

ROCO embraces technology, with free worldwide concert livestreams and real-time artist commentary via a smartphone app, as well as on-demand audio and video recordings of past concerts.

Mission

Shaping the future of classical music

Core Responsibilities include but are not limited to:

- Work in partnership with the Director of Marketing and Communications on:
 - Maintaining ROCO's website, including creating and updating pages and editing copy
 - Social media management and execution, including maintaining editorial calendar and collaborating on content creation
 - E-newsletter content creation and execution
 - Livestreaming logistics and production elements
- Collaborate with the contract Graphic Designer, oversee the development and production of concert program booklets and other collateral
- Management of ROCO's smartphone app and creation of digital program content in app
- Submitting concerts to external events calendars

Desired Attributes

- Forward-thinker who is enthusiastic about promoting an innovative performing arts organization
- Willing to take risks and experiment with new ideas
- Brings a sense of humor to their work
- Outgoing people-person with a passion for building relationships
- Proven ability to manage multiple projects simultaneously
- Highly detail-oriented and expertly organized
- Self-starter with a teamwork mentality

Skills and Qualifications

- Work experience in marketing, communications, and/or audience engagement *highly* desirable. Related academic coursework may be substituted for professional/intern experience.
- Technologically savvy, must be comfortable learning new and managing online systems and tools. Familiarity with the following is a plus:
 - WordPress website management tools
 - Social media platforms and strategies (Facebook, Instagram, Twitter, LinkedIn, TikTok)
 - YouTube content management
 - MailChimp or similar e-newsletter tools
 - PatronManager, Salesforce, or similar integrated CRM systems
- Comfortable working in both Microsoft and Google programs
- Strong oral and written communication skills
- At this time, ROCO is *requiring* all employees and contracted personnel be fully vaccinated against COVID-19.
- Preferred, but not required:
 - Bachelor's degree in either marketing, communications, or an arts discipline
 - Prior professional/intern experience with an arts or cultural organization
 - Basic knowledge of classical music

Hours and Compensation

- An average of 20-25 hours per week, occasionally variable due to concert performance schedule
- ***Must be available for evening and weekends*** to meet the demands of a busy performing arts production schedule
- Part-time, non-exempt employee (i.e. eligible for overtime compensation when earned)
- Position is paid hourly (current budget is for \$20 - \$25 per hour, commensurate with experience)
- Flexible hours and hybrid work-from-home and in-person schedule
 - In-person is *required* for performances, events, and some meetings
- Exceptionally generous paid-time-off and holidays

ROCO is a vibrant and growing nonprofit with a small staff. The organizational culture is highly collaborative: the thoughts, ideas, and opinions of all staff members are valued and encouraged. All are invested in pushing ROCO forward and finding new and better ways to serve the Greater Houston community through musical conversation. ROCO operates as a team, on occasion each member may be asked to perform tasks outside of the primary duties to provide additional support.

ROCO is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.

The position will remain open and applications will be considered until the position is filled. Interested candidates are invited to submit a resume and cover letter outlining your prior experience and interest in the position. Please combine the cover letter and resume into one PDF document. Applications without a cover letter will NOT be considered.

Submit application materials in confidence to:

jobs@roco.org

Attn: Greta Rimpo, Director of Marketing & Communications

Subject Line: ROCO Marketing Manager – [YOUR NAME]

No phone calls please