



Open Position: Marketing Manager

About the position

ROCO is seeking a full-time Marketing Manager. This role is integral to deepening connection with ROCO audiences, focusing heavily on content creation, curation, 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.

Core Responsibilities *include but are not limited to:*

- **Marketing & Promotion**
 - Work in partnership with the Director of Marketing and Communications on:
 - Maintaining ROCO's website, including creating and updating pages and writing/editing copy
 - Social media management and execution, including maintaining editorial calendar and collaborating on content creation, taking the lead on monitoring and responding to trends
 - E-newsletter content creation and execution
 - Press release drafting, editing, and sending concert and event briefs to media
 - Distributing promotional info to community partners and interest groups, submitting concerts to external events calendars
- **Graphic Design**
 - Collaborating and communicating with branding and advertising consultants, contracted graphic designer, and Director of Marketing, ensuring cohesion of and strengthening ROCO's visual brand identity
 - Designing in-house collateral, including flyers, digital banner ads, social media/website graphics, mailings, etc.
 - Overseeing the development and production of concert program booklets and other items both digital and print
 - Manage and organize artist promotional assets
- **Digital Content Curation & Management**
 - Preparing promotional video content, including basic video capture and editing, for social media Reels, artist interviews, teasers, etc.
 - Managing livestreaming logistics and production elements
 - Keeping on-demand audio, video, and other digital content up to date on SoundCloud, YouTube, and other streaming platforms
 - Building and maintaining curated audio and video playlists
 - Managing ROCO's smartphone app and creation of digital program content in the app (search for ROCO Houston in the app store to view)

Desired Attributes

- Creative, forward-thinker who is enthusiastic about promoting an innovative performing arts organization
- Proven ability to manage multiple projects simultaneously
- Highly detail-oriented and expertly organized
- Self-starter with a teamwork mentality and collaborative spirit
- 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

Skills and Qualifications

- **Required:**
 - 1-2 years of work experience in marketing, communications, and/or audience engagement
 - Either an associate's or bachelor's degree in marketing, communications, or an arts discipline. 4 or more years of relevant professional experience may be substituted for a formal degree.
 - Strong oral and written communication skills
 - Experience in graphic design
 - Comfortable working in both Microsoft and Google programs
 - Technologically savvy, must be comfortable learning new and managing online systems and tools. Experience with the following is highly desired:
 - WordPress website management tools (or similar website management platforms), and basic knowledge of HTML/CSS
 - Graphic design software (such as Adobe InDesign, Photoshop, Canva, etc.)
 - Video editing software (such as Adobe Premiere, Final Cut Pro, or similar) and audio editing software (such as Audacity, Adobe Audition, Pro Tools, or similar)
 - Social media platforms and strategies (Facebook, Instagram, X, LinkedIn, TikTok)
 - YouTube content management
 - MailChimp or similar e-newsletter tools
 - PatronManager, Salesforce, or similar integrated CRM systems
- **Preferred but not Required:**
 - Prior professional/intern experience with a performing arts or cultural organization
 - Basic knowledge of and interest in classical music

Hours and Compensation

- An average of 35-40 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
 - Required to attend all public performances (2024-2025 schedule may be viewed [HERE](#)) and some private programs
- Full-time, non-exempt employee (i.e. eligible for overtime compensation when earned)
- Position is paid hourly. Currently budgeted for \$25 - \$30 per hour, commensurate with experience.
- Comprehensive health, dental, and vision insurance (retirement benefits to be added soon)
- 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: all staff members' thoughts, ideas, and opinions 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; occasionally, 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. The start date is on or after July 1, 2024. Interested candidates are invited to submit a resume and cover letter outlining their 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. Inclusion of graphic design and/or video editing examples highly recommended.

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