

Communications/Events Coordinator

Portland Gay Men's Chorus, Portland, OR

Job Description

The Portland Gay Men's Chorus is a non-profit organization looking for candidates who are excited to work with one of the oldest Gay Men's Choruses in the United States. PGMC aspires to expand, redefine, and perfect the choral arts through eclectic performances that honor and uplift the gay community and affirm the worth of all people. PGMC seeks a person who can assume responsibilities for the planning and execution of marketing and event coordination. This position works under the direction of the Executive Director.

Communications/Events Coordinator

Summary

This position will develop and implement the organization's comprehensive marketing and outreach strategy, which supports the artistic and audience development goals of the organization. The position maximizes visibility and impact through coordination of social media, electronic, and print materials, growing corporate partnerships, and expanding community outreach to new audiences in developing and delivering marketing campaigns and successful events that meet the attendance, financial and others aims and objectives of the chorus.

Requirements

- Bachelor's Degree required with at least two years of work experience.
- Proficient at word processing, database and spreadsheet software (i.e. Word, Excel, Access, PowerPoint or similar)
- Strong knowledge of social media engagement and measurement tools including but not limited to: Facebook, Twitter, LinkedIn, Snapchat and Instagram etc.
- Demonstrated ability to organize and manage multiple projects, simple to complex degree of details and timelines.
- Self-directing, tact, diplomacy, and a clear, courteous and professional manner when dealing with the general public
- Demonstrated oral and written communication skills and the ability to work cooperatively with individuals inside and outside the organization including but not limited to: media, donors, chorus membership, board of directors etc.
- Excellent time management skills. Ability to complete assignments with minimal supervision. Willingness to pitch in when/where needed

RESPONSIBILITIES INCLUDE (but not limited to):

- Work with the Executive Director and key volunteers to coordinate and prepare news releases and establish and maintain relationships with media and public relations representatives
- Develop and deliver creative marketing campaigns to support the overall marketing strategy, segmenting and targeting audiences in response to data and market knowledge
- Working with key volunteers and staff in preparing, planning and managing the publishing of all publicity material to maximize sales, attendance and brand presence. This will include the delivery of a mix of print, advertising, direct mail, promotions, digital and social marketing.
- Consolidating existing sales data with new opportunities.
- Research and identify potential new audiences and develop targeted campaigns to expand chorus ticket sales.
- Maintain and update website content, print, and other marketing collateral.
- Organize and prepare proposals and presentation materials
- Work with the Executive Director to identify and build relationships with potential sponsors and advertisers
- Coordinate and update marketing and advertising schedule

- Fulfill sponsorship obligations for sponsors (complimentary tickets, guest lists, program ads, etc.)
- Work with the Executive Director to plan and implement PGMC donor/sponsor appreciation events
- Prepare and facilitate distribution of newsletters, announcements and invitations
- Maintain correspondence with vendors, donors and partnering organizations
- Maintain marketing and event calendars
- Other duties as assigned.

This position description is a record of major aspects of the job but is not an all-inclusive description. Additional responsibilities may be required to support the organization.

To apply send cover letter and resume to pgmc@pdxgmc.org. Resumes and application due by July 22, 2017. Interviews targeted for early August 2017. Start date September 01, 2017.

The Portland Gay Men's Chorus provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion or belief, national, social or ethnic origin, age, physical disability, HIV status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, or any other status protected by Federal and Oregon laws governing nondiscrimination in employment. The Portland Gay Men's Chorus is committed to a diverse workplace and strongly encourages people of color, people with disabilities, women, and LGBTQ candidates to apply.

Terms and conditions of the position

- Part-time (maximum of 30 hours per week)
- Bachelor's Degree
- Experience in a related field: 2 year
- Benefits include health insurance