

## **Community Music School part-time Social Media & Promotions Manager (Hybrid Remote)**

Community Music School is looking to fill this position quickly. Applications will be reviewed and considered as received.

Community Music School has an opening for a part-time hourly position as Social Media & Promotions Manager. This hourly position has flexible hours and opportunities for hybrid remote work. This position is currently listed at 10 hours per week. Salary is \$15.00 per hour. Email resume and cover letter to [jobs@cmsraleigh.org](mailto:jobs@cmsraleigh.org) to apply.

This position will be responsible for managing Community Music School's social media and promotions. This position reports directly to the Executive Director and works closely with the Director of Development and Director of Music Education.

Objectives for social media and promotions are to:

- communicate the positive impact of our program with one unified voice, in line with our brand voice: empowering/inspiring, welcoming, and energetic.
- highlight the student experience and inclusiveness of Community Music School to recruit student/families, faculty, donors, and volunteers.
- promote the benefits of music instruction and the student/family experience.
- promote the quality of the faculty and impact of faculty/student relationships.
- increase awareness and visibility of Community Music School.

Responsibilities include:

- Ensuring the above objectives are carried through all content and messaging.
- Owning end to end process: scheduling, generating, editing, publishing and sharing engaging content daily, as well as regular monthly posts (e.g. teacher of the month, student of the month, birthday shout-outs; creating consistent templates for regular features).
- Creating engaging content, with an emphasis on video content and "reels"; visiting the Raleigh school site and attending Triangle area events to capture raw live videos and photos.
- Coordinating with Director of Music Education, Director of Development, Director of First Impressions as well as parents for video and photo content.
- Creating an annual social media content calendar that details key activities and events for promotion.
- Communicating with followers, responding to queries promptly.
- Tracking and analyzing social media following and engagement.
- Suggesting and implementing new features like promotions and competitions.
- Creating publicity materials, like flyers, banners, and swag to promote enrollment and events.
- Updating the website with new photo and video content and event listings.
- Promotional eblasts via iContact to promote upcoming activities and events.

Qualifications:

- Demonstrated knowledge, experience and expertise with social media.
- Ability to commute to Raleigh school site and attend Triangle events
- Strong communication skills, both verbal and written.
- Excellent organizational abilities and attention to detail.
- Ability and willingness to learn new software tools.
- Customer service attitude.
- Bilingual English/Spanish desired
- Familiarity with databases and word press a plus

**Community Music School Overview:**

Community Music School (CMS) was founded in 1994 to meet the community need for affordable music lessons and provides access to high quality music instruction to 250+ students each year. Since our founding we have provided \$1 weekly music lessons. 1 on 1 private music lessons in both contemporary and classical music are offered in all instruments, including piano, guitar, percussion, violin, cello, woodwinds, harp, voice and more, and instruments are provided at no charge. Fundraising makes that possible. Our financial model operates on donations from individuals and through grants. CMS conducts its after school music lessons Monday-Friday, 4-8pm at Longleaf School of the Arts, 322 Chapanoke Rd, Raleigh, NC 27603. To enroll, students must be between 2nd-12th grade and meet the income eligibility requirements for the Free and Reduced Lunch program or other financial need.

We want people of all backgrounds to see themselves represented and included at Community Music School, so we actively seek to diversify our team and bring more voices to the table. All applicants are welcome.

**To apply, please submit your cover letter and resume via email to:**

Melanie Doerner  
Executive Director  
Community Music School  
[jobs@cmsraleigh.org](mailto:jobs@cmsraleigh.org)