



**Job Title:** Marketing Assistant

**Date:** September 2021

**Reports to:** Vice President, Marketing & Communications

**Supervises (#):** 0

**Status:** 25 hours a week (non-exempt)

**Overview:** The Marketing Assistant will assist the marketing department with a multitude of tasks, including coordinating the marketing project calendar (Asana); aiding with the proofing and editing process on multiple communications; social media and public relations projects; assisting with invoice processing and department credit card reconciliation; organizing photo and video files; outreach to community partners; and other duties as assigned, both in-office and during concert hours.

The Marketing Assistant should be highly organized, excel at multi-tasking, and possess excellent writing and communication skills. Candidates should possess a creative mind, a desire to engage and motivate audiences, and a love of trying and learning new things. Training and opportunities to learn will be provided. Experience with photography, videography, photo and video editing software, or graphic design software is a plus, but not required. Previous marketing or public relations experience is a plus, though other experience may be equally beneficial. A love of the arts and symphonic music is encouraged. Other requirements include familiarity with Microsoft Office, including Word, Excel, Publisher, PowerPoint, and Outlook.

This position will primarily work out of the BPO offices at the Carolyn and John Yurtchuk Administrative Center (786 Delaware Ave), but will frequently be required to travel to nearby Kleinhans Music Hall (3 Symphony Circle). Self-transportation is required. Hours can be flexible. Although the majority of work hours will fall primarily during the day Monday to Friday, availability to work evening and weekend hours at performances and events is important.

If you are concerned you do not meet all of the job requirements, we still encourage you to apply. Skills and abilities come from different experiences, and many can be learned when working with us. The Buffalo Philharmonic Orchestra is an equal opportunity employer that welcomes and values diversity, inclusion, and equity in all forms.

**Responsibilities:**

- Assist with coordinating the marketing, content, and e-communications calendar (Asana).
- Assist with the intra-departmental proofing and editing process for multiple communications.
- Assist with image and video asset filing and organization.
- Assist the Digital Marketing Manager with social media planning, monitoring and content creation; respond to inquiries and comments on the BPO and Kleinhans Music Hall's Facebook, Twitter, Instagram, and YouTube accounts using approved language.
- Assist the Marketing Manager with invoice processing and department credit card reconciliation.
- Assist the Vice President, Marketing & Communications with public relations and media planning; drafting press releases and media pitches, responding to press inquiries, and helping with media events.
- Assist with outreach to partners and affinity groups such as colleges and universities, community and social organizations, faith groups, etc. maintaining clean and up-to-date contact lists.
- Assist the Group Sales Consultant with correspondence to group contacts, record-keeping, and providing marketing collateral.
- Assist with creation and deployment of audience surveys (Survey Monkey).
- Special projects and other duties as assigned based on skill set.

**Qualifications:**

- High school degree required. Bachelor's degree preferred.
- Excellent written communication skills, including copywriting and editing.
- Experience with e-mail marketing software such as Emma, Constant Contact, Mailchimp, or comparable platforms preferred.
- Knowledge of basic HTML and CSS helpful.
- Experience with video editing and/or graphic design software a plus, but not required.
- Familiarity with Microsoft Office, including Word, Excel, Publisher, PowerPoint, and Outlook.
- Demonstrated experience with social media, including Twitter, Instagram, Facebook, and YouTube
- Capacity to work effectively both independently and collaboratively.
- Excellent time management skills and the ability to juggle and prioritize multiple tasks in a fast-paced environment.
- Ability to represent the BPO brand both online and offline in all aspects of the job.
- Ability to work with a wide range of constituencies (staff, board, musicians, and patrons) with diplomacy and tact.
- Understanding and affirmation of the mission of the BPO and its commitment to diversity, equity, inclusion, and access for all.

**To Apply:** Interested candidates should submit a resume and cover letter to [resume@bpo.org](mailto:resume@bpo.org) or via mail to: BPO Jobs, 786 Delaware Avenue, Buffalo, NY 14209. No phone calls, please.