

## UNIVERSITY OF MARYLAND SCHOOL OF MUSIC

### NOTICE OF STAFF VACANCY IN MUSIC MARKETING:

April 2018

**POSITION:** Assistant Director for Marketing and Communications

**SALARY:** High 60's, commensurate with training and experience

**RESPONSIBILITIES:** This position will have direct responsibility for planning and executing the communications for the key events and priorities of the School of Music to both internal and external constituents. Supervising two GA positions, the Assistant Director will oversee the strategic communications agenda of the School of Music, with a particular eye toward performance and event promotion, student recruitment, community engagement, and alumni relations. The successful candidate will also oversee the design and creation of School of Music programs, print and digital marketing materials, and will coordinate advertising buys and manage the School of Music web site. Working closely with the marketing teams of the Clarice Smith Performing Arts Center and the College of Arts and Humanities, the person in this position will identify and pitch School of Music news stories for placement in on-campus, regional, and national media outlets. The Assistant Director for Marketing and Communications will also serve as a resource for School of Music students looking to develop their own media presence and skills in marketing.

**QUALIFICATIONS:** Bachelor's degree required in marketing, communications, graphic design, journalism, English, Music, or related field (master's degree preferred)

**Minimum qualifications:** Five years of experience with increasing responsibility for planning and executing the communications/marketing strategy of a large, complex arts/educational organization, with responsibility for managing the marketing budget. Experience planning and purchasing mass media advertising, identifying story ideas and pitching to news outlets. Fluency in web content management and other media software required. Outstanding written and oral communication skills required, as well as an ability to work under tight and changing deadlines. At least three years' experience supervising reporting staff. Ability to work effectively with diverse constituencies.

**Preferences:** Knowledge of music performance and literature is highly desirable.

**APPLICATION PROCEDURE:** For best consideration, please apply by **February 26, 2018**. Review of submissions begins on that date and continues until a successful candidate is named. Please do not send publications, letters of reference, or other materials at this time.

ALL APPLICATIONS MUST BE SUBMITTED ONLINE, at <https://ejobs.umd.edu>; click on STAFF and look for **position #104302**. Applications consist of a cover letter, resume, and at least three names of references with contact information, including mailing address, telephone(s), and email address.

**SCHOOL OF MUSIC:** The School of Music is a comprehensive arts institution housed in the Clarice Smith Performing Arts Center, a state-of-the-art complex with six performance venues, classrooms, and the Michelle Smith Performing Arts Library. It houses the two orchestras, three wind ensembles, a large, dynamic and varied chamber music program, the National Orchestral Institute, and other ensembles. The School of Music offers B.A., B.M., M.M. and D.M.A. degrees. Located less than an hour from the center of the Nation's Capital, the University is linked by mass transit to the homes of two major orchestras (National Symphony Orchestra and Baltimore Symphony) and numerous celebrated performance venues including the Kennedy Center, the Smithsonian Museums, the National Gallery, and the Corcoran and

Kreeger Museums. World-class research facilities near the campus include the Library of Congress, the Smithsonian Institution (which also houses Smithsonian Folkways Records), the Folger Shakespeare Library, and the National Archives and National Archives II.

The University of Maryland, College Park, actively subscribes to a policy of equal employment opportunity, and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry or national origin, marital status, genetic information, or political affiliation. Minorities are encouraged to apply.

Links: <http://www.music.umd.edu>  
<http://theclarice.umd.edu/>