ABOUT THE ORGANIZATION

Called a “world-wide phenomenon” by Boston’s WBUR, A Far Cry has nurtured a distinct approach to music-making since its founding in 2007. The self-conducted orchestra is a democracy in which decisions are made collectively and leadership rotates among the players (“Criers”). This structure has led to consistently thoughtful, innovative, and unpredictable programming — and impactful collaborations with celebrated performers and composers. Learn more at www.afarcry.org.

ABOUT THE POSITION

A Far Cry, the GRAMMY-nominated, self-conducted chamber orchestra based in Boston, seeks a Social Media & Marketing Coordinator to provide digital advertising and marketing support for A Far Cry, which performs 9 concerts annually as part of its self-presented subscription series in the Boston area, as well as touring engagements nationally and other events/activities throughout the season.

This position reports to the Executive Director and will liaise regularly with musicians and contractors who are involved with marketing work. The Social Media & Marketing Coordinator joins the organization during an exciting new era of capacity-building and staff professionalization, and will have the opportunity to grow with A Far Cry long-term as the organization evolves to include a full-time marketing position.

This is a part-time, hourly position (averaging 15-20 hours per week) with the option of being fully remote, though in-person work at the AFC Office/Rehearsal Space is welcomed and periodic event attendance is preferred.

COMPENSATION: $30/Hour

JOB DUTIES & RESPONSIBILITIES

Collaborating with AFC senior leadership, execute marketing and advertising strategy to increase awareness and grow attendance at performances throughout the season:

Season Materials Production
- Work with external graphic designers and printers to coordinate production of season announcement, including digital announcement (website, email, socials) and printed materials (season-at-a-glance mailer and season brochure).
- Work with external graphic designers and printers to produce cohesive marketing materials for each season, including email templates, program books, print ads, direct mail postcards, and other printed and digital materials as needed.
- Act as primary liaison to publicist, program notes writer, and AFC Musicians for development and approval of creative material.

Communications & Mailings
- Promote concerts and AFC news through consistent email marketing using MailChimp.
- Draft copy for creative material, including email newsletters, concert descriptions, social media posts, etc.
- Update website with season information and adjust as needed throughout the season.
Generate lists as needed for mailings and emails; coordinate with traded/rented lists and with mail house as needed.

Distribute and analyze audience feedback surveys.

**Social Media & Advertising**
- Collaborate with A Far Cry musicians to coordinate organic social media posts.
- Manage relationships with media underwriters and program book ad trade partners.
- Post all season events on local online calendars, (ex. ArtsBoston) and manage relationships with ticket vendors such as BosTix and Goldstar.
- Research and coordinate paid advertising opportunities, including paid social media and boosted posts.
- Collaborate with season leadership in community engagement initiatives and strategic partnerships to increase awareness.

**General**
- Oversee vendor/third party relations pertaining to projects.
- Produce marketing reports on a monthly basis or as needed to analyze progress and inform strategy.
- Other administrative duties as assigned and overseen by the Executive Director.

Other opportunities include working with an external PR firm for the coordination of press releases, as well as the potential to receive training from a digital marketing agency on SEO and website content strategy, paid advertising content development and strategy, and Google Ad Grant management. Training opportunities in computer systems and online platforms used by A Far Cry also exist.

**DESIRED SKILLS**

The ideal candidate will be a creative thinker who is highly organized and attentive to detail, self-motivated, and excited to learn. It is imperative that the candidate have strong writing skills, as well as a comfort level with learning and working with a variety of computer systems and online platforms. The A Far Cry organization operates as a team and as such, the desired candidate will need to be comfortable in a highly collaborative work environment.

- Knowledge of digital marketing communications/social media best practices required
- Knowledge of Microsoft Office, PatronManager, MailChimp and Squarespace helpful
- Experience in non-profit marketing helpful
- Ability to exercise good judgment, discretion and professionalism
- Music experience or appreciation of music helpful

To apply, please send a message outlining your interest and qualifications along with a work resume addressed to Grace Kennerly, Executive Director, at search@afarcry.org.

**A Far Cry** is an equal opportunity employer and we are committed to treating our applicants equitably with respect and care throughout the hiring process. One of the founding principles of A Far Cry is that every voice deserves to be heard and treated with love, trust, and respect. This translates into the democratic model of the ensemble which spirals out to the rest of the organization’s operations and promotes a collaborative spirit. As such, we believe that creating an extraordinary team means identifying talented individuals who contribute a wide array of skills, work experience, backgrounds, and networks in order to achieve our vision of creating a world that listens. We are excited to engage team members who collaborate, value each other, and bring commitment and passion to our collective work.