

## **Job Title: Marketing and Operations Assistant**

---

**Description:** The Marketing and Operations Assistant is the primary storyteller for Three Rivers Young Peoples Orchestras (TRYPO). This role uses social media channels to help build strong and diverse online communities and elevate the organizational message while assisting operations at virtual and in-person rehearsals and events.

### **Requirements and Physical Demands:**

- Sincere belief in the importance of music education and some personal experience as a musician in school or extra-curricular programs.
- Excellent verbal and written communication, organizational skills, and attention to detail.
- Reliability and punctuality.
- Positive attitude and ability to build a good rapport with students, parents/guardians, coaches, and colleagues.
- Demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment.
- Active family-friendly presence on social media platforms and active knowledge of best practices. TRYPO has accounts on Facebook, Twitter, and Instagram.
- The marketing aspects of this role involve using standard office equipment such as computers, phones, cameras, photocopiers and could require moving around a room to take photos or video and sitting at a computer or desk for periods of time.
- The operations aspects of this job involve interacting with students/parents, setting up a room (including moving chairs, music stands, percussion equipment), and taking attendance. Virtual operational aspects involve running Zoom rooms with the camera on, including Zoom break-out rooms, chat monitoring, etc. The person in this position occasionally must bend forward, crouch, lift, push, and pull up to 30 lbs.
- Computer proficiency is required, including typing 40 wpm and use of Microsoft Office Suite. TRYPO's current applications/software includes Office 365, Google Drive, WordPress, Salsa/DonorPro, Canva, among others. The successful candidate will need to be able to learn new programs quickly.
- Criminal History clearance, Child Abuse clearance (Act 33 and 34), and FBI background check are required.
- Education requirements: High School diploma required. Some college and/or some equivalent previous experience preferred.
- *Desired Bonus Skill:* Experience with graphic design for social media pages or a strong desire to develop basic design skills.
- *Desired Bonus Skill:* Knowledge of music, orchestral repertoire, practices, and set up.

### **Marketing Responsibilities Include:**

- Work with Manager of Institutional Advancement to create and manage a social media calendar that includes content around all issues of relevance to TRYPO (such as promoting our events; programs; opportunities; community-building; and especially advancing diversity, equity, and inclusion in our region).
- Capture content for social media (and for other marketing materials as needed) on rehearsal/event weekends. (Can include quotes, video, photos.)
- Create social media posts to disseminate content.
- Manage social media accounts, post regularly, and be active in responses to others' engagements and messages.
- If time allows, other Marketing duties may include:
  - Create materials for events including signage, flyers, and other needs as requested
  - Assist with basic publicity writing, including press releases, media alerts, and blog content
  - Assemble e-newsletters, e-blasts, etc.
  - Provide support and assistance in preparing sales and marketing materials as needed

### **Operations Responsibilities Include:**

- Assist Program Managers Ana Diaz and Laurie Cunningham with weekend set up needs and logistics, whether online or in-person.
- Interact with students and parents to answer questions.
- Provide other administrative support as needed.

**Other duties include:** Providing administrative support to all positions in the office as assigned.

### **Employment Details:**

Part-Time: 10-15 hours/week (Saturdays 9:30 AM-4:30 PM, some Sundays TBA, most weekdays 1-3 flexible hours/day)  
Report to: Primarily reports to Rachel Howard (Marketing), also working closely with Ana Maria Diaz and/or Laurie Cunningham as needed (Operations)  
Compensation: \$ 13/hour  
Desired Start Date: Mid-January 2021

**How to apply:** Please send a cover letter and resume to Rachel Howard at [Rachel@trypo.org](mailto:Rachel@trypo.org). (Please list job title in the subject line.) Applications will begin to be reviewed on Friday, December 18, until the position is filled.

---

### **ABOUT TRYPO:**

**Three Rivers Young Peoples Orchestras (TRYPO)** is a youth music program comprised of ensemble opportunities for Pittsburgh's musically talented young people. Current ensemble opportunities include:

- Young Peoples Orchestra [YPO] a full symphonic orchestra which generally serves high school-aged students
- Wind Symphony [WS], a large ensemble for winds, brass, and percussion which generally serves high school-aged students
- Symphonette, a string ensemble that generally serves middle school-aged students.
- Percussion Ensemble, an ensemble just for percussionists
- Youth Chamber Connection [YC<sup>2</sup>] offers small ensemble opportunities such as quartets and quintets throughout the season and at a summer camp in collaboration with Chautauqua Music Camps.
- TRYPOsphere, a series of classroom-style programs such as Apprentice Conducting Program [ACP], Music Theory, Composition, etc.

**Current COVID-19 adjustments:** Most staff members are currently working from home with minimal office time. In Fall 2020, all our programs met online via Zoom. We started to hold some in-person optional reading sessions in November 2020. We anticipate that Spring 2021 will include a mix of virtual and in-person programming, all within TRYPO's "Serious About Safety" COVID-19 Protocols.

See [www.trypo.org](http://www.trypo.org) for more information.

*TRYPO is passionate about building and sustaining an inclusive and equitable working and learning environment for all students, staff, and faculty. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.*