

Job Title: Marketing Assistant

Description: The Marketing 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.

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.
- Proven problem solving, critical thinking, and time management skills.
- Reliability and punctuality.
- Ability to spot emerging trends and some understanding of basic business and marketing concepts.
- 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, Instagram, and LinkedIn.
- Experience with graphic design for social media pages or a strong desire to develop basic design skills.
- This role involves 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.
- Computer proficiency is required, including typing 40 wpm and the 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. 1-3 years experience in marketing or equivalent education preferred. Associate or bachelor's degree in marketing, business, or a related field a plus.
- *Desired Bonus Skill:* Knowledge of music and orchestral repertoire and practices.

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, interviews, video, photos, etc.)
- 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 and skillset allow, 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.
 - Assist with website content
 - Provide support and assistance in preparing sales and marketing materials as needed

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

Employment Details:

Part-Time: 10-15 hours/week (most weekdays 1-3 flexible hours/day + weekly scheduled TRYPO staff and manager meetings; some Saturday and Sunday in-person hours required to capture rehearsal and event content from Sep-May) Downtown office location and also open to some work-from-home during the week.

Report to: Primarily reports to Rachel Howard, Manager of Institutional Advancement

Compensation: \$13-15/hour

Desired Start Date: Mid-July 2021

How to apply: Please send a cover letter and resume to Rachel Howard at jobs@trypo.org. (Please list job title in the subject line.) Applications will begin to be reviewed on Tuesday, June 29, until the position is filled.

Current COVID-19 adjustments: In Fall 2020, all our student programs started online via Zoom, and they began meeting in person in Spring 2021, all within TRYPO's *Serious About Safety* COVID-19 Protocols. We anticipate that Fall 2021 will start with in-person student programming with some COVID-19 protocols still in place. Most staff members are still mostly working from home with minimal office time and are beginning to add office time back in as needed.

ABOUT TRYPO

What is TRYPO's mission?

Three Rivers Young Peoples Orchestras (TRYPO) creates a dynamic, inclusive community where young people are inspired to pursue a lifelong passion for music.

What do we value?

- *Stand Tall:* Demonstrate respect and integrity in all you do.
- *Embrace Difference:* Celebrate diversity and open yourself to new ways of thinking.
- *Make It Happen:* Make a difference and strive to be your best.
- *Chart a New Path:* Challenge the status quo and innovate to differentiate.
- *Care Deeply:* Show compassion and understanding for others.
- *Build Bridges:* Create and nurture long-lasting relationships.

What are TRYPO's current programs?

- *Young Peoples Orchestra* [YPO] a full symphonic orchestra, generally for high school-aged students;
- *Wind Symphony* [WS], a large ensemble for winds, brass, and percussion, generally for high school-aged students;
- *Symphonette* [SYM], a string ensemble, generally for middle school-aged and some high-school students;
- *Percussion Ensemble* [PE], an ensemble just for percussionists;
- *Youth Chamber Connection* [YC²] which offers small ensemble opportunities such as quartets and quintets for all ages – see more at youthchamberconnection.org.
- *Summer Programs:* Summer programs have included YC² at Chautauqua Music Camps and Camp Crescendo (a virtual camp in Summer 2020 during COVID-19);
- *TRYPOsphere* [TS]: Conservatory-style classes initially launched during the pandemic as online courses in Music Theory, Overdubbing, and Music Composition;
- *Apprentice Conducting Program:* An in-depth program for high school students to learn about conducting;

- *UniSound*: TRYPO also administrates the collaborative project called UniSound. UniSound creates a more accessible, sustainable, and equitable youth music ecosystem in the greater Pittsburgh area through building an alliance of organizations that provide music education and performance opportunities for youth. See more at unisound.us.

TRYPO serves on average more than 250 young musicians per year and has over 2,200 alumni. The last five years have seen tremendous growth spikes across all areas of the organization – even during the pandemic – and we are bursting at the seams! There is room to grow with us. See 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.