
Media & Marketing Coordinator (Part-Time)

Reports to the Executive Committee of the Board of Directors, the Media & Marketing Coordinator will have the following responsibilities, goals, and experience:

- Ensure all Buffalo Gay Men's Chorus (BGMC) events are effectively promoted through both traditional and new media channels within budget.
- Maintain, update and provide periodic reports to ensure BGMC website design and data is fresh, current & driving revenue
- Promote the mission and vision of the chorus through all possible media outlets
- Write brochures, press releases, articles and other promotional materials
- Write content for social media venues (Facebook, Twitter, Website, etc.)
- Update and maintain up-to-date media/press kit and press contact list
- Develop promotional campaigns for social media and monitor the results
- Increase the chorus's social media footprint
- Arrange media interviews
- Participate in staff and board meetings. Proofread and edit all marketing/promotional material
- Represent the Chorus by attending concerts, fundraising and special events
- Other projects and/or duties as assigned

The successful candidate will possess strong interpersonal and communication skills and be able to work both independently as well as in a team environment. The ideal person would be self-motivated and have strong time management skills. Required Competencies include:

- Past Marketing/Community Relations experience desired
- Self-motivated, with strong time management skills and the ability to handle concurrent projects in a deadline driven environment
- Strong organizational skills
- Ability to collaborate effectively with the BGMC Board, Staff, Membership and Alumni in order to produce quality promotional materials
- Proficiency in the use of MS office and major social media outlets
- Must be available on-site at all BGMC concerts and assigned events to assist Chorus Administrator as directed, which includes: VIP care, merchandise sales and handling Press/Media
- Demonstrated track record of driving productive & creative relationships with multiple stakeholders - Board, Members, Alumni, audiences, media and community organizations in similar organization
- Must have passion and desire to use expertise in web/media/community relations to support the mission of the Buffalo Gay Men's Chorus.

This is a general job description and is not to be construed as all-inclusive

To apply for this position please submit via email or postal mail, a cover letter, resume and a sample of past written work. Email president@buffalogaymenschorus.org or mail to Media & Marketing Coordinator Search, C/O Buffalo Gay Men's Chorus, 51 Colonial Circle Buffalo, NY 14222.