

Music Maker Relief Foundation

Communications Manager

The Music Maker Relief Foundation seeks a gifted storyteller and editor with a deep passion for and knowledge of the roots of American music to handle public-facing communications activities for our organization (www.musicmaker.org).

For more than 25 years, Music Maker has supported senior roots musicians of the American South — the music that gave birth to all American contemporary music. From traditional string-band music to the blues to gospel, Music Maker supports these musicians in performance, documents their unique artistry and educates Americans about their cultural heritage to foster the passing on of these traditions to future generations.

Duties of Music Maker's **Communications Manager** job include the following six areas:

Editorial Content Across All Platforms, Including Digital

- Create editorial content and manage content creation from other contributors
 - Manage content creation and schedule
 - Collect and edit collateral components (photos, audio, writings)
- Create and manage digital communication strategy to further our educational mission and sustain the organization across all platforms including our websites, e-newsletter and social media s (facebook, instagram and twitter)

Social Media

- Work with Development Coordinator to plan donor and public communications strategy and contact calendar
- Manage social media accounts
 - Create and update content
 - Maintain social media presence and respond to friends
 - Design and implement social media promotions

Media & Public Relations

- Responsible for all collateral delivery and correspondence with publicists and outside media contacts.
- Seek and collaboratively develop new strategies for online publicity and advertising

Website

- Manage and work with outside technology and content consultants to build new primary website, a project that is already underway
- Maintain website content and improve functionality
- Increase viewership and interaction with website visitors
 - Monitor and analyze website activity

- Build new pages to support storytelling, programming and fundraising initiatives

E-Commerce

- Implement promotional campaigns for new products and add products to web store
- Manage inventory and fulfill orders as needed
- Work with staff members to create and manufacture new products

Special Projects

- Assist in outreach programs, events and fundraising initiatives
- Create video content for artists and media
- Assist with creation and touring of Music Maker exhibits

Salary and Benefits

- Annual salary: \$45,000 to \$50,000 per year, depending on the applicant's qualifications
- Company-paid (100%) health insurance
- Paid vacation, holidays and sick leave
- A work location near the vibrant Raleigh/Durham/Chapel Hill area in central North Carolina

Qualifications

- Bachelor's degree
 - Preferred areas of study: Journalism, Folklore Studies, Media and Communications, American Studies
- At least three to five years professional work experience in the field of communications, journalism or folklore
- Demonstrated knowledge of and passion for American roots music and Southern culture
- Strong technical skills and a demonstrated ability to use technology for storytelling in a rich and compelling way
- Exemplary writing skills

To apply for this position please email your resume and cover letter to Denise Duffy at jobs@musicmaker.org