



**American Youth Symphony
Job Announcement**

Position: Director of Marketing & Engagement

Classification: Full-Time, Exempt

Reports to: Executive Director

Supervises: Community Educator, Intern(s), Part-Time Marketing Assistant

Location: AYS office in El Segundo, events throughout LA, with option of hybrid remote work

The American Youth Symphony is accepting applications for a Director of Marketing & Engagement. The AYS office is located in El Segundo, CA with performances and events throughout the greater Los Angeles region.

About AYS:

The mission of the American Youth Symphony is to inspire the future of classical music. By providing orchestral training and performance opportunities for gifted young musicians (ages 15-29), AYS supports a successful transition from student to professional musician. By showcasing their talent in performance opportunities, AYS also builds audiences and shares the power of music with the community. AYS believes that orchestral music plays a vital role in our communities and should be accessible to everyone. AYS produces full-orchestra and chamber concerts that feature a wide variety of symphonic music, including commissioned world premieres, classic repertoire, works by living composers, and live-to-picture film music. Most AYS concerts are free to attend. Full orchestral concerts are performed at Royce Hall and Walt Disney Concert Hall, while chamber performances are held in a variety of community spaces.

Job Summary:

AYS seeks a creative person with excellent communication skills to be the Director of Marketing & Engagement. Successful candidates will possess a deep, genuine interest in sharing orchestral music with the many communities that comprise the greater Los Angeles area. AYS is run by a dedicated staff, with Director-level staff guiding ownership of their own projects, as well as collaborating with and helping others. The Director of Marketing & Engagement drives initiatives and serves as the point of contact for marketing, communications, audience development, and community engagement, ensuring successful engagements and partnerships.

AYS is currently engaged in a planning process that will lead to a major re-branding effort and long-term organizational growth. The Director of Marketing & Engagement will play an integral role in introducing and implementing this new initiative.



Roles & Responsibilities:

Marketing & Communications

- Create an organizational marketing and content plan with the Executive Director, and drive implementation of the plan.
- Ensure consistency of the AYS brand and messaging in all communications and design.
- Work creatively with PR Consultant on AYS press releases, story development, and event publicity.
- Manage the AYS website and blog, with assistance from part-time staff.
- Oversee content for all AYS social media platforms including Facebook, Instagram, Twitter, YouTube, and SoundCloud, with assistance from part-time staff.
- Track data for AYS social media channels and write monthly reports with data analysis.
- Create and manage in-house graphic design and direct outside designers.
- Work directly with print houses on all AYS print projects.
- Oversee communications for the organization including e-blasts, newsletters, donor emails, annual report, webpage copy, etc.
- Produce and design AYS Program Books for concerts, currently on Issu.
- Manage relationships with program and website advertisers.

Community Engagement

- Oversee and manage the overall audience experience before and after each performance, including box office and front-of-house.
- Be the point person at community concerts, overseeing partner relations, event logistics, and marketing.
- Create and source educational resources, materials, and experiences relevant to concert programming.
- Collaborate with AYS colleagues on orchestra alumni relations and initiatives.
- Advise Citizen Musician fellows on curation and production of their projects.
- Oversee the Share-A-Stand (in-school) program and collaborate with Lead Instructor on program design, implementation, and evaluation.

Development Support

- Provide production support for 2-3 fundraising events per year, ensuring that audience/patron experience aligns with engagement and branding goals.
- Collaborate with Development Director to ensure that all fundraising communication with individual donors, grant funders, and corporate sponsors adheres to the organizational branding and language.
- Oversee the creation and publication of content on the AYS Member Portal.



Strong Qualifications:

- Superior writing, editing, and communication skills.
- Strong organization and creative problem-solving skills.
- Great leadership abilities, with experience as a supervisor or manager.
- Excellent interpersonal skills, ability to stay professional and positive in fast-paced situations.
- Experience implementing a variety of marketing strategies and initiatives, including audience development.
- Ability to analyze data (such as attendance numbers, survey results, and click rates) to inform program evaluation conclusions and recommendations.
- Ability to navigate website management: create, design, and edit webpages.
- A keen eye for design and experience working with graphic designers.
- Basic knowledge of orchestral music, such as instruments and major composers, is required.
- Ability to read, understand, and adhere to program/department budget, and ability to create and track project budgets.
- Successful candidates must be willing and able to attend 8-10 events per year on evenings and weekends.

Preferred Qualifications:

- Box office or customer service experience.
- Experience with PatronManager (Salesforce) and/or WordPress.
- Experience producing community, family, or youth-focused programs and events.
- Demonstrated ability to create marketing plans and lead re-branding initiatives.
- Ability to create some graphic design in-house with Adobe Creative Cloud strongly preferred.
- Video editing capability for short trailers or social media content.
- Understanding of music education practices, such as VAPA standards.
- Experience playing an orchestral instrument is a plus.

If you don't have 100% of the experience listed above, but you are a quick learner and think you would be great in this role, please apply!

Benefits:

Full-time employees are eligible for:

- Medical, dental, and vision insurance
- Employer contributions to a retirement account after one year of employment
- Paid time off, including holidays, vacation/personal, sick leave, comp time, and volunteer time

Compensation: Estimated starting salary \$60,000-\$66,000, with room for growth



To apply, send your cover letter and resume to apply@aysymphony.org with the subject line: **Director of Marketing & Engagement Application.**

The American Youth Symphony is an Equal Opportunity Employer (EOE) dedicated to diversity, inclusion, accessibility, and equity. Qualified applicants are considered for employment without regard to age, race, religion, national or ethnic origin, gender identity and/or expression, sexual orientation, status as a protected veteran, status as an individual with a disability or any other legally protected characteristics. Everyone is encouraged to apply for available employment to ensure our staff reflects the diversity of our communities.