

## **Job Announcement: Womansong Communications and Marketing Assistant**

Womansong of Asheville, a local non-profit women's chorus, is hiring a part-time Communications and Marketing Assistant who will manage its social media, publicity, and general storytelling operations.

### Chorus Seasons:

- January to May
- August to December

Hours: 5-10 hours per week during chorus seasons up to 240 hours per full year

Compensation: \$20/hour This is a contract position.

Application deadline: We begin reviewing applications March 22nd.

Start Date: April 1, 2023.

Womansong is Asheville's largest and longest-running women's community chorus. Now in our 36<sup>th</sup> year, we are a nonprofit organization with an active board, committee structure, and artistic staff.

### **Duties and Skills of Position**

The Communications and Marketing Assistant will be an energetic, efficient, independent hard worker who supports Womansong's mission ([www.womansong.org/our-mission--principles](http://www.womansong.org/our-mission--principles)). The Assistant will have strong skills in communications technology, including website management, e-mail/marketing (Mailchimp), and various social media platforms (Facebook, Instagram, YouTube); will be detail-oriented and well-organized; and will have outstanding speaking and writing communication skills.

The Assistant will support Womansong's external communications, including:

- Facilitate the drafting of a Communications/Marketing Plan
- Coordinate with committee chairs and Artistic Directors to gather information to update the website (Weebly or Wordpress platform)
- Communicate Womansong's story and engage with like-minded organizations via social media (Facebook, Instagram, YouTube), e-mail marketing (Mailchimp) and;
- Manage publicity for new members, concerts and other performances (reaching out to print and online media outlets, setting up radio and magazine interviews.)

The work will be concentrated from January through May and August through December, with a light schedule during the summer (June through mid-August). The Assistant will attend a portion

of Monday evening rehearsals, approximately once per month; some additional work will occur during evenings and weekends. The position will be supervised by a Womansong board member. Women and people of color are strongly encouraged to apply.

***See Full Position Description below***

**How to apply:**

1. Submit a brief cover letter and resume that describe your interest in the position and relevant communications work experience or training. This should include familiarity with social media platforms, websites (preferably Weebly, Wordpress), and computer technology. Include 2 references.

2. Email these materials by March 20th, 2023 to: [WomansongJob@gmail.com](mailto:WomansongJob@gmail.com)

**Full Position Description for Communications & Marketing Assistant**

1. Creation of a Communications/Marketing Plan
  - a. Create a timeline and organize a plan for Womansong's annual communications. This includes:
    - i. Working from our draft Marketing Plan to build a framework that addresses specific goals, including attracting younger and a more racially/ethnically diverse membership.
    - ii. Working with committee members to address communications and marketing needs.
2. Publicity and Promotion
  - a. Manage publicity to attract potential new members and audience members for concerts and other performances.
  - b. Concert Publicity includes:
    - i. Send press releases to media outlets;
    - ii. Create and post rehearsal video shorts;
    - iii. Schedule interviews for directors for publications, TV or radio in advance of concerts.
3. Communications
  - a. Communicate Womansong's story and engage with like-minded organizations via social media (Facebook, Instagram, YouTube), e-mail marketing (Mailchimp).
  - b. Communicate with concert venues about details leading up to performances;
  - c. Manage Womansong website (Weebly or Wordpress platform).
    - i. Work with Committee chairs and directors to update web pages and ensure coordination with website.
    - ii. Update website, pre and post-concert
  - d. Managing Other Social Media

- i. Weekly Facebook and Instagram posts and engagements throughout the year with accelerated postings leading up to the concert and other events;
    - ii. Edit and add video to Womansong's YouTube channel;
    - iii. Explore and potentially create and engage as Womansong on TikTok.
  - e. Monthly Attendance at Monday Night Rehearsals
    - i. Attend rehearsals monthly to get video footage and edit for FB posts to promote concerts, conduct interviews when needed to be used in social media posts, update choir on communication needs/tech support available, and create a general connection with choir members.
  - f. Womansong's Newsletter
    - i. Manage e-newsletter via Mailchimp. This includes:
      - 1. Adding new emails to contact list
      - 2. Coordinating with committee chairs and directors, and others to send out communications
- 4. Internal Coordination
  - a. Regularly check in with supervisor about questions and responsibilities as needed.
  - b. Interface with committee chairs as needed for communications and concert-related items.