

Outreach Coordinator

Position Overview

We are seeking a highly/self motivated and organized Outreach Coordinator to join our team. The ideal candidate will be responsible for making strong community connections, and increasing the visibility of our music store. The Outreach Coordinator will play a key role in promoting and organizing our events, clinics, and educational programs while enhancing our engagement with local schools, musicians, and music enthusiasts.

Key Responsibilities

Lead, organize, and coordinate major events for the store.

Work with managers, staff, and departments to develop and implement marketing and social media content.

Manage social media platforms and email campaigns to effectively communicate upcoming events, promotions, and store updates.

Work with our School Services team to foster and maintain relationships with local schools, music teachers, and educational institutions to support our educational initiatives.

Coordinate and attend community events, fairs, and festivals to represent the music store and build connections.

Collaborate with local musicians, businesses, and schools to create partnerships and opportunities for mutual promotion.

Always be looking to improve our events and if possible, measure outcomes to identify what is or is not successful.

Qualifications

Familiarity with social media platforms, email marketing tools, and basic graphic design is a plus.

Strong organizational and project management skills, with attention to detail.

Bachelor's degree in Marketing, Communications, Music, or related field is a plus but not required.

Experience and/or a true interest in outreach, community engagement, or marketing, with a focus on the music or retail industry.

Excellent communication skills, both written and verbal, with the ability to create compelling content for various platforms.

Passion for music and understanding of the local music community.

To Apply

Interested candidates should submit their application, resume, and optional cover letter, and a portfolio of relevant outreach or marketing work to tristann@brassbellmusic.com

Compensation

\$14 - \$16 based on experience and qualifications.