



Director of Marketing and Communications

Position Description

A new role for the Institute of Music for Children, the Director of Marketing and Communications will be responsible for developing, implementing and tracking both long-term and short-term communications strategies aimed at growing our enrollment, increasing the Institute's visibility, supporting donor and sponsorship development (including for a multi-year capital campaign) and communicating with Institute families.

Director will oversee all aspects of the Institute's external communications, public relations and marketing functions, including:

- Promotion of our Afterschool, Summer and Community Arts Institutes
- Partnering with Director of Development and Board of Directors to implement Imagine 2026 Capital Campaign
- Maintaining our website including monthly blog posts
- Writing our monthly e-newsletter
- Managing our social media presence, posting at least three times per week
- Documenting our work through photo and video content, done both in-house and with contractors (includes maintaining media library)
- Gathering and sharing testimonials by students, Youth Leaders, parents and stakeholders
- Collaborating on Annual Impact Report
- Supporting donor communications for solicitation and stewardship
- Supporting special events and fundraisers
- Building media relationships and gaining regular media attention

Director may also be supported by a small team of young adults who work for the Institute as they develop a career pipeline and explore their interests.

Successful applicant must have at least ten years of work experience (including some experience in a leadership or management role) and five years of direct experience in communications, preferably for a nonprofit organization. Candidate must have a passion for the arts and youth development, and an interest in working within an equity framework. Additionally, applicant must have:

- Superior writing skills and attention to detail
- Strong aptitude for visual storytelling
- Experience in website (including SEO) and social media management
- Experience with email tools
- A basic understanding of campaign tracking and analytics

The following skills are also a plus:

- Photography, video or graphic design
- Audience development strategies and tools (experience using Salesforce database)
- Media and/or influencer relations

Additional attributes of value:

- A person of color or member of other underrepresented group including all gender expressions, sexual preferences, races, religions, ethnic backgrounds and physical, emotional or learning attributes
- Bilingual (Spanish)

Position Detail

This is an exempt, full-time position. Maintaining an onsite focus, some hybrid work arrangements may be negotiated. The Institute is located in Elizabeth, NJ, which is a half mile from a New Jersey Transit Train Station (with direct New York access) and one mile from the New Jersey Turnpike and Garden State Parkway.

The Institute of Music for Children provides health insurance for all full-time employees, as well as retirement match, 10 days paid vacation plus a week off in December. The salary range for the role is \$70,000-\$75,000, based on experience.

To Apply

The Institute of Music for Children is an Equal Opportunity Employer committed to having the rich diversity of our community reflected in our workforce. If you're passionate about contributing your skills and enthusiasm to help us, we want to hear from you!

To apply, please send a cover letter and resume to: jnorth@instituteofmusic.org.

About The Institute

The Institute of Music for Children engages children and youth in artistic expression and the creative process. The Institute is building a community of high-achieving citizens who are arts lovers and arts makers through professional instruction, mentorship, and family engagement, serving more than 1,000 young people annually. Through four core programs, the Institute offers a diverse range of over 30 "classical" and culturally relevant art forms.

The Institute of Music is a robust, BIPOC-led, and growing organization that values teamwork, community, creativity, and encourages personal and professional development. We foster a dynamic work environment of care and support, driving our collective success, delivering transformational impact and facilitating community-level change.

It's an exciting time for the Institute. As new property owners of our three-acre campus, we are embarking on a Three-Phased Master Campus Plan that includes a new build in FY26. We are positioned for continued growth as we solidify our role as an anchor institution in the region and state.

The Institute of Music for Children provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.