

PRINCETON GIRLCHOIR (PGC)
MARKETING & PUBLIC RELATIONS DIRECTOR
JOB DESCRIPTION

Job Title: Marketing and Public Relations Director
Position Type: Part-Time / 20 hours per week (hours flexible); may be able to work partly from home. Attendance at monthly evening Board of Directors meetings required.
Position Length: 4 months (February-May, 2010); possibility for job to continue next year, beginning September, 2010.
Location: Princeton, NJ
Pay: Commensurate with experience
Required Travel: Occasional, local
Reporting: Reports to PGC Board of Directors; communicates with Executive and Artistic Directors

General Summary:

The Princeton Girlchoir is a non-profit choral organization providing choral education and experience to over 200 girls (from third to twelfth grade) in the Princeton area. The PGC Marketing and Public Relations Director will be responsible for increasing the visibility of PGC in the community and will support the organization by assisting the Executive Director with choir development.

Public Relations:

- Create press packet
- Write press releases
- Implement advertising plan
- Develop promotional materials
- Put performance dates on community calendars
- Create concert posters and flyers
- Publicize audition dates (create audition posters and flyers)
- Maintain photo library to be used for PR and marketing
- Website maintenance

Choir Development:

- Schedule individual and group photo shoots
- Create and maintain wish list of performance opportunities and choral collaborations
- Research guest conductor opportunities

Qualifications and Skills Required:

- Excellent interpersonal communication
- Collaborative focus
- Ability to work independently
- Strong attention to detail
- Creative
- Excellent writing and editing skills
- Computer programs: e-mail, spreadsheet (Excel) and word processing
- Graphic Design
- Fundraising experience a plus
- Familiarity with PGC a plus

Disclaimer:

While this is intended to be an accurate description of the job, it is not necessarily an exhaustive list of all responsibilities, duties, skills or working conditions that may be associated with the job. Management reserves the right to revise the job requirements/tasks to be performed as circumstances necessitate.

Resume: Please submit your resume to the Princeton Girlchoir by e-mail. The address is info@princetongirlchoir.org.