Position Description

Title: Enrollment Marketing Associate
Department: Media and Communications
Reports to: Dual reporting to Assistant Vice President and Director of Digital Strategy and Director of Enrollment
Supervises: Student Employee
Employment Status: Full-time

Position Summary:

The Manhattan School of Music (MSM) seeks a dynamic Enrollment Marketing Associate who will increase the visibility of the school as an enrollment destination through content marketing, market research, outreach, and strategic planning. The successful candidate will be passionate about music and a digital native who understands the contemporary media landscape. They will work across the Media and Communications and Admissions teams to create, produce, and disseminate content with compelling enrollment marketing messaging and identify and connect with enrollment marketing “pipelines,” including the press, with targeted materials and follow-up. Familiarity with classical music, jazz, and musical theater is preferred. A collaborative working style is key, and a positive attitude and a sense of humor are a plus.

Responsibilities:

Content Creation
Central to the position will be extensive creation and dissemination of compelling and engaging content. The successful candidate will work closely with Admissions counselors to produce strategic communications with “calls to action” for social media, emails, the website, and more, with the goal of attracting and retaining applicants during the various stages of the enrollment cycle. Generated content will showcase to both broad and targeted audiences: MSM attributes; key messaging; and high-profile successes of its students, alumni, and faculty.

- Writes for website, social media, blogs, email campaigns, newsletters, and letters
- Increases the number of blog posts, videos, and social media content related to MSM enrollment messaging
- Creates and executes content strategies for email campaigns designed to retain applicants (ex. preventing summer melt)
- Selects high-quality photos, executes minor photo editing (including adding graphics to prepare photos for publication in emails, on the website, or on social media platforms)
- Coordinates photo and video shoots, and Instagram “takeovers”
- As needed, shoots and edits photography and video with results that are suitable for publishing on social media or the website
- Increases the number of blog posts, videos, and social media content related to MSM enrollment messaging
Communicates above content, as relevant to Enrollment Marketing focus, to various student personas throughout the annual enrollment cycle

Assists with the daily research, writing, production, and dissemination of “Success Stories” showcasing the achievements of MSM students, alumni and faculty: https://www.msmnyc.edu/success-stories/

**Enrollment Marketing Outreach and Research**
The successful candidate will research and grow the number of new enrollment “pipeline” contacts, reaching out to them with enrollment marketing materials and engaging them in all things MSM.

- Identifies names and contact information for market outreach:
  - Targets groups to include high school guidance counselors, youth orchestras, competitions, etc.
  - Performs outreach via email, letters, or phone calls
  - Sends materials, including flyers, postcards, and posters (created by MSM’s Design Office)
  - Follows up above outreach for feedback/engagement
- Identifies, researches, and proposes new enrollment marketing opportunities, strategies, and target groups
- Identifies additional communication methods of reaching new target groups, executes outreach, and measures results
- Works with Admissions colleagues to efficiently respond to requests for information about MSM
- Assists with key enrollment event duties, including audition days, as necessary

**Project Management**
The successful candidate will work with MSM’s Design Office and Admissions department to ensure timely production and updates of print materials and products for tours, college fairs, audition week, and other recruitment related events.

**Social Media Management**
- Oversees MSM Admissions Facebook page; produces and publishes strategic content designed to increase followers/engagement and, ultimately, to drive enrollment
- Produces strategic admissions content for MSM’s Instagram and Twitter feeds, including Instagram “Takeovers” and Twitter Q&As
- Generates content campaigns to drive enrollment
- Proposes and executes targeted social media advertising campaigns to promote Admissions initiatives such as application release and college fairs
- Measures and reports success of social media campaigns
- Ensures brand consistency across campaigns
- Engages with audience, MSM community, and industry-related accounts
- Stays current with latest social media trends and technologies
- Researches online presence of competitors and peers and adjusts strategy as needed
Demonstrated Skills and Experience

- At least two years of experience developing marketing and communications for higher education, arts, or non-profit organizations (including direct/target marketing)
- Exceptionally strong writing, editing, proof-reading, and fact-checking skills
- Exceptionally strong social media (Instagram, Facebook, Twitter) production and management skills
- Demonstrated passion for and background in music and education a major plus
- Strong story-telling skills: ability to research and identify stories that support a strategic message
- Strong research and interviewing skills
- Strong photography and video production skills and knowledge of video editing a plus
- An ability to write and produce high-quality content under tight deadlines
- Highly organized, punctual, and hard-working with an ability to work occasional evenings or weekends, as needed
- Good time management skills (able to juggle multiple deadlines and projects, and to manage competing priorities)
- Knowledge of Slate admissions software a plus
- Knowledge of WordPress, MailChimp, Canva, iMovie or similar platforms a plus
- Basic HTML/CSS skills an asset

Please submit with your application:

- a cover letter outlining your suitability to the position;
- a resume (including three professional references);
- three examples of social media and blog posts;
- anticipated salary range

Contact Information:
Please send resume, cover letter, three examples of social media and blog posts, along with anticipated salary range to both:

Jon Herbert
Director of Enrollment
jherbert@msmnyc.edu

AND
Mimi Tompkins
Assistant Vice President for Digital Strategy
mtomkins@msmnyc.edu

No phone calls, please.

Equal employment and equal educational opportunity have been and will continue to be fundamental principles at Manhattan School of Music, where employment and enrollment are based upon personal capabilities and qualifications without discrimination or harassment because of race, color, religion, sex, sexual orientation, gender identity or expression, the status of being transgender, age, national origin, marital status, citizenship or veteran status, disability, or any other characteristic protected by law. Manhattan School of Music does not permit retaliation against individuals who oppose a discriminatory practice or participate in an investigation.