

Summer Music from Greensboro - 2 Job Openings

Available May 2014 The jobs are: (1) Public Relations Assistant, and (2) Solicitor for concert program advertising

For over thirty-five years Summer Music from Greensboro (SMfG) has brought together the greater Greensboro community to listen to, and enjoy the 5-concert series performing a diverse range of chamber music by accomplished musicians from all over the country and abroad.

Our mission is to introduce and present exceptional music to audiences of all ages, both summer visitors and year-round residents, with these performances. In order to produce the concert series we must engage the interest and efforts of members of the community in several ways: hosting the musicians and the post-concert receptions, and as our agents for public relations, publication preparations, mailings, and other behind-the-scenes activities necessary to produce the concerts. Summer Music from Greensboro is a community-based effort!

In 2014 SMfG has the newly defined goal of reaching new audiences throughout the northeastern section of Vermont to extend the profile and reputation of SMfG to the entire region. We have forged a strong collaboration with Catamount Arts in St. Johnsbury to help to meet this goal.

Key qualifications for both jobs: Commitment to building new audiences for Summer Music from Greensboro Skills and tools needed for communications assignment (internet, personal connections, knowledge of local and regional community) Ability to organize and manage public relations materials Ability to meet publication and other time-sensitive deadlines Ability to work with members of SMfG board, and others in the community Commitment to meeting publication schedules for concerts

Primary responsibilities of the Public Relations Assistant include: Publicity and communications tasks: writing and transmitting press releases and other materials Initiating and continuing media contacts throughout the 2014 season (June 15-August 15) with print and internet media outlets in northeastern Vermont to extend SMfG name and programming . Writing and distributing news releases about musicians and concerts in the 2014 SMfG season to the media outlets on a schedule relating to concerts. These include, but are not limited to: Hardwick Gazette, Barton Chronicle, Montpelier Times-Argus/Rutland Herald, St. Johnsbury-Lyndonville-Newport: Caledonian Record-News; VPR, WCVT, WCAX, etc.

Maintain relationship with SMfG webmaster to keep current for new, edited postings, and with SMfG board contact (president).

TIME FRAME: To start immediately (May 15) Estimated time needed: 2-3 hours/ week in May, June, July, August 24 – 36 hours

Primary responsibilities for Advertising Solicitor include: Solicit 25+ advertisers in 2011-2013 concert programs, and identify 10-15 new advertisers, with the advertising rates, format/specs for ads, and deadlines for

placement in concert program. NOTE advertisers will also be listed on SMfG website. Update materials for solicitations with current info (available).

Mailing envelopes, postage will be provided Follow up to all solicitations by phone & email to meet program deadline for program of June 20, and continue until all ads have been received, sent to printer, invoiced by solicitor, and paid.

TIME FRAME: To start immediately (May 15) Estimated time needed: 3 hours/week in May and June; 1 hour/week July 22 -25 hours total

For more information on Summer Music from Greensboro please see our website at: www.summermusicfromgreensboro.net or email summermusicfromgreensboro@gmail.com subject: publicity assistants