

Music for Healing & Transition Program™, Inc. Marketing Assistant Deliverables and Responsibilities

Introduction

The position of Marketing Assistant (MA) is a part-time independent contractor position responsible for assisting in the implementation of the Music for Healing & Transition Program's (MHTP) marketing strategy in a manner consistent with the mission and goals of the organization. Most of the work will be accomplished from the home office of the incumbent.

MHTP is a non-profit 501(c)(3) educational organization which trains and certifies musicians to provide personalized live therapeutic music at the bedside to create a healing environment. Graduates of MHTP are Certified Music Practitioners (CMP)®.

MHTP was established in 1994. It operates exclusively for charitable, literary, and educational purposes, funded from tuition and donations. MHTP is a founding member of the National Standards Board for Therapeutic Musicians, which creates and maintains professional standards for certified therapeutic musicians.

The charitable and educational objectives of MHTP are to:

1. Serve the ill and dying with live therapeutic music to facilitate and promote healing or assist in the life/death transition.
2. Teach the practice of this service.
3. Establish centers for education throughout the United States and internationally.
4. Provide the most up-to-date information and research findings about live therapeutic music (LTM) and the profession of CMP.
5. Provide continuing education opportunities for our graduates.
6. Develop affiliations with healing, charitable, and educational organizations where this service can be provided by CMPs.

Major Duties of MHTP Marketing Assistant

1. Growing MHTP's Social Media Presence

- Write, create, and schedule posts for social media.
- Create content directed at key audiences, to promote MHTP campaigns, events, and ways to make philanthropic donations.
- Create graphics or find copyright-free graphics that enhance and express social media posts.
- Report on success of social media strategies

- Utilize Google Analytics, Ad Words, Squarespace, social media advertising and other tools to enhance and analyze the performance of MHTP's online presence and make changes as necessary to improve the performance.

2. Act as MHTP's Webmaster

- Write, create, and schedule more advanced posts and pages for the website.
- Working in Squarespace, update and revise the MHTP website to ensure information is easily accessible, well-organized, and effectively promotes the mission of MHTP, and new programs/campaigns.
- Provide guidance to the Program Coordinator as needed on more advanced Squarespace functions

3. General Marketing Responsibilities

- Produce the bi-monthly MHTP virtual newsletter working with MHTP staff to determine content, write and edit copy and provide appropriate graphics. Create an annual calendar of content and special editions of the newsletter and social media posts. Produce special bulletins for large and/or significant events.
- Assist with the setup, facilitation, and completion of marketing events and online efforts.
- Assist in the development and coordination of various marketing activities to achieve organizational growth goals.
- Communicate effectively in writing and verbally, including using presentation tools like PowerPoint.
- Meet deadlines.
- Maintain a flexible work schedule.

Performance Evaluation Criteria

1. Successful accomplishment of the Major Duties of the job description.
2. Development of positive working relationships, including but not limited to MHTP's staff, CMP's, teachers, donors, professional advisors (e.g. fund raisers), hospitals, educational institutions, professional associations, and any others as directed by the Chief Executive Officer.
3. Advancement of the mission and vision of MHTP.

Factors Required:

Knowledge, Skills, and Abilities (KSAs) required for incumbent:

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1. Social Media

- Ability to create, produce, schedule and maintain social media posts.
- Ability to write effective content, utilize photographs and graphics, search for copyright-free images.
- Ability to launch and maintain new social media channels (e.g. Instagram).
- Ability to use analytics (Google analytics) to measure performance of social media channels and take action to improve performance.

2. Website Management

- Ability to work using Squarespace (preferred) or other website platforms.
- Ability to refresh or revise an organization's website.
- Ability to set up and maintain special pages on a website, e.g. philanthropic giving and special event pages.

3. General Marketing

- Ability to create virtual newsletters or other collateral organizational growth goals.
- Ability to assist in setting up marketing events or campaigns (e.g. Giving Tuesday).
- Strong ability in writing and oral communication skills.

Supervision

The Marketing Assistant reports to and collaborates with the Chief Executive Officer.

Guidelines for carrying out Marketing Assistant Duties

Guidelines include the MHTP Bylaws and Articles of Incorporation, relevant Standard Operating Procedures of MHTP, MHTP Marketing Plan, MHTP Development Plan, and the MHTP Strategic Plan.