



Music Forward Foundation

Digital Marketing Coordinator

About Us

Music Forward transforms young lives, inspires careers, and champions a more inclusive music industry. Music Forward bridges our communities to the music industry, empowers ambition, and creates momentum to redefine what is possible for the youth and industry we serve. **Music Forward invites everyone to play a part in moving culture forward; join the movement by following [@MusicForward](#), and learn more at www.musicforwardfoundation.org.**

The Job

The Digital Marketing Coordinator assists in driving and coordinating marketing activities through Music Forward's digital platforms. You are passionate about telling stories of social impact and connecting brand to our constituents - youth, educators, music industry, professional volunteers, donors and other supporters. You coordinate and execute digital and social campaigns that integrate marketing analytics; support the activities of a team of consultants, interns, photographers, videographers, graphic designers, and web developers to create content; and ensure scheduling and execution of marketing plans.

Candidates for this opportunity should be exceptionally organized and detail-oriented, resourceful problem-solvers, flexible and committed team players, creative thinkers, and possess a range of marketing skills including copywriting, graphic design, video editing, and social media management. You love music, community, and making a difference. This position reports to the Director of Marketing and works closely with the Marketing Associate Manager and across all departments. Position is based in Los Angeles.

The details:

- **Social media:** support the creation and execution of social media strategy, including data-driven, organic and paid social activities. Implement brand tone, copywrite and support design of digital content. Coordinate across staff, internal partners and external parties, to create and share content that you curate, schedule, and post. Create and oversee Music Forward's social calendar and ensure timely, relevant updates across all platforms. Manage audience insight and engagement to optimize communication with brand audiences. Provide regular reporting on performance analysis and trends to inform effective strategy.
- **Graphic design:** creates content and makes updates to media used in projects including, but not limited to: Open Mic, Spotlight, newsletters, and special projects (i.e.- Inspired by Greatness, etc.).
- **Video editing:** supports post-production of video content, pulling clips, quotes, and images used in projects including video on demand, social media posts (e.g.-Inspired by Greatness, Industry Advice), and other digital channels.
- **Website:** update website with current organization, campaign, and program information, including visuals. Coordinate the Music Forward staff, contractors and intern team to refresh the visuals and other web content (i.e.-video, photos, forms, blog content).
- **Email marketing:** support the collection and creation of newsletter content across the organization including copywriting, designing, proofing, and analyzing performance. Perform end-to-end quality

checks, ensuring consistent formatting of content, functioning links, audience targeting, and launching within established deadlines.

- **Provide program production support** for in-person and virtual events. Duties include, but are not limited to: booking rooms, ordering catering, shipping materials, confirming AV and production needs, providing parking information and directions, welcoming participants, volunteers, and partners, presenting safety rules and procedures, and providing virtual production support (i.e.-distributing links, approving participants, coordinating talent, monitoring chat, bringing on speakers, managing breakout rooms). Support program facilitation for youth as needed for group management, engagement, and learning activities. Groups will range in sizes typically from 10-50 students.
- **Be an active member of our team:** participate in the life of the organization through programs, concerts, networking and special events. Participate in required staff calls and meetings; provide general and administrative support for organization outreach and special events; additional duties as assigned.

What you bring:

- Related digital marketing experience, including strong social media proficiency in creating and publishing content for websites and social media. Music Forward's current platforms are Instagram, YouTube, Twitter, Facebook, TikTok, Twitch, and LinkedIn. Website is built on WordPress.
- Fluency in Graphic/Video/Audio Software: Adobe Creative Suite, Final Cut Pro, Garage Band or equivalents
- Proficient use of Microsoft Office Suite
- Experience working with email platforms and producing branded content, such as newsletters
- Preferred knowledge of SEO, SEM, and corresponding website management
- Familiarity with CRM database, Salesforce experience preferred
- Strong writing, editing and proofreading skills with acute attention to detail
- Unabashed ability to capture content and solicit others for participation
- Exceptional time management and organizational skills
- Has a growth mindset, open to training, feedback, as well as a self-driven learner
- High level of comfort working across a diverse staff and constituent base, and conscientious of reaching out with an inclusive voice
- Sound judgment and a commitment to high professional ethical standards
- Proven capacity to work individually and cooperatively as part of a team
- A personal cell phone and car or regular access to reliable transportation, and a willingness to travel in the community for site visits and events. Mileage is reimbursed per federal rates for work related travel (not regular commuting). A valid driver's license and proof of car insurance required for business driving.
- Flexibility to work and travel for some early morning, evenings and/or weekends for programs and special events as needed

This is a full-time, non-exempt position with a salary range of \$45k-\$48k depending on experience. Excellent benefits include 100% paid medical, dental, vision, life and disability insurances with buy-up options. Generous paid holidays (12) and sick leave (10), access to discounts and tickets to live entertainment events. 401k match.

To apply send a resume and cover letter to jobs@musicforwardfoundation.org using the subject line "Digital Marketing Coordinator, YOUR NAME"

Music Forward is an Equal Opportunity Employer. We do not discriminate in recruitment, hiring, training, promotion or any of employment practices for reasons of 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.