



**JOB TITLE:** OFFICE, MARKETING AND COMMUNICATIONS ADMINISTRATOR

**JOB OVERVIEW:**

- Report to the President while providing support to officers, committee and subcommittee chairs of The Symphony Guild of Charlotte, Inc. ("The Guild") as needed.
- Work from home and/or the Charlotte Symphony office in uptown Charlotte. This position requires about 45 hours each month, with four to six hours each week to be established as "office hours" when the Administrator can be reached immediately. The remaining hours will be set at the mutual convenience of the Administrator and The Guild leadership, depending on needs that month. (Work schedule may fluctuate, e.g., periods of peak activity, employee needs.) Occasional evening and weekend work may be necessary at events and volunteer projects.
- Propose a marketing/branding campaign to The Guild's Board of Directors and implement it when approved. The campaign should include social media posts as well as updates to The Guild's website to keep information current. Draft internal and external communications as requested.

**BENEFITS:** Obtain broad experience in an established non-profit organization, working with a variety of personalities and management styles. Develop multi-tasking abilities. Has a complimentary Guild membership.

**RESPONSIBILITIES:**

- Work with the President to prioritize requests for assistance from Guild officers and Guild members and to stay within budgeted hours.
- Upon assumption of duties, thoroughly review The Guild's Policy and Procedure document, Administrative Guidelines and StyleBook found at <https://www.symphonysguildcharlotte.org/membership/resource-guide/>

- Maintain and update The Guild website on a timely basis, including but not limited to the calendar of events, event descriptions and sign-ups, the membership directory, and revisions to Guild documents. In conjunction with the Vice President/Administration & Strategy, periodically review all website information for currency.
- Maintain documentation and updates on SGC's Google Drive account. Maintain organization of files and keep data current on platform.
- Keep mailing lists, membership and donor databases updated.
- Send out Guild communications as requested and per individual member requests as to how they prefer to receive their information (email, USPS). Submit all communications to the President for review prior to publication.
- Propose a marketing/communications plan to The Guild's Board of Directors and execute an approved plan. Use communications channels, including social media, press releases, and updated website content to generate awareness of The Guild's purpose and activities.
- Working with the President and Vice Presidents, send out invitations to The Guild's events and keep track of RSVPs. Coordinate volunteer sign-ups. Activate Sign-Up Genius and monitor updates as needed.
- Attend Board of Director meetings. Meet at other times with the President and leadership as needed.
- Attend General Membership meetings. Assist at Welcome Table. For Annual Meeting, work with the Vice President/Membership to prepare service awards and volunteer recognition materials.
- Assist the Treasurer and Assistant Treasurer with bookkeeping. Specific duties include making and recording bank deposits, updating online reporting/payment reconciliation platform, sending out acknowledgement/donation/tax letters, monitoring monthly credit card statements, and maintaining binder and online folder of all fiscal transactions.
- Collect mail at the P.O. Box (in Cotswold shopping center) once a week and forward as necessary to appropriate Guild members.
- Working with the Vice President/Membership, publish the annual membership directory.
- Manage Zoom account and coordinate issuing meeting invitations, serving as meeting host as needed.
- Answer The Guild telephone; take messages and relay information to appropriate Guild members. Return telephone calls within 24 hours.

- Notify the Vice President/Membership whenever there is a telephone, postal or online inquiry about becoming a Guild member.
- Notify the respective committee chairperson about member interests and talents as members submit areas of interest on their membership profile.
- Coordinate member support, giving notice to general membership of major life events per the Member Support policy and sending cards and other acknowledgments as appropriate.
- Maintain hard copy and electronic document files per The Guild's Document Retention and Destruction Policy, found at:  
<https://www.symphonysguildcharlotte.org/membership/resource-guide/>
- Maintain supplies inventory list, pick up items from The Guild's storage unit when necessary. Provide letterhead to Vice Presidents on request, within The Guild's Administrative Guidelines.
- Although these are the principal responsibilities of the position, other duties may be required from time to time.

**QUALIFICATIONS AND SKILLS:** Accurate, detail-oriented, ability to multi-task and juggle competing demands. Excellent organizational ability. Strong in written and oral communication skills. Have familiarity with and enthusiasm for social media; prior social media management experience a plus. Have a basic knowledge of marketing; prior marketing experience a plus. Knowledge of and comfort with Microsoft Office software. Good with basic math and bookkeeping. Excellent customer service skills. Ability to work with a variety of personalities and work styles. Flexibility. Timely in completion of responsibilities. Trustworthy. Have respect for confidentiality.

**TRAINING, SUPPORT AND RESOURCES:** President and others in The Guild who have worked with the Office/Marketing/Communications Administrator in the past and can transfer knowledge.