Job Posting

Job Title: Marketing & Development Associate
Department/Division: Marketing/Development
Location: 54 Park Place, Newark NJ
Level/Salary Range: $55,000-$62,000
HR Contact: Michele Ralph-Rawls
Contact Email: Mralph-rawls@wbgo.org

Job Description

WBGO-88.3FM/Newark Public Radio
A global leader in jazz radio and an iconic institution in Newark, NJ, WBGO seeks to educate, entertain and inspire the public by providing access and opportunity to engage with the highest-quality curated jazz programming for broadcast. WBGO believes that jazz, in all its forms, represents America’s cultural gift to the world. WBGO is committed to creating a community of jazz lovers by connecting the vibrancy of the past, with the present and future forms of jazz music to a global audience.

WBGO reaches a weekly audience of more than 300,000 in the New York/New Jersey metro area via 88.3FM. Its streaming and social media activities also reach thousands of listeners worldwide. Through programs such as Jazz Night in America, produced in partnership with National Public Radio (NPR), coupled with WBGO’s position as a content provider to NPR, its reach extends to millions more across the country and the world. From its home base of Newark, New Jersey—the birthplace of Sarah Vaughan and NEA Jazz Master Wayne Shorter – WBGO is the world’s premier jazz radio station, and an anchor institution in community engagement through its partnerships, concerts, education and news programming.

Position Overview

Reporting directly to the Chief Development/Marketing Officer (“CDMO”), the Marketing & Development Associate (“the Associate”) will assist the CDMO and other Development/Membership staff. In addition to providing administrative support for the Development/Membership Department, (primarily functions related to Travel/Special Events) the Associate’s primary responsibilities will be to serve as a central participant in all Marketing activities across departments organizationally. These responsibilities will include specific areas of website content; programming; social media; internal and external communications; and events. The Associate will also play a critical role in the development and execution of partnership contracts as they pertain to WBGO Development, Marketing and Membership and provide support for media sponsorships and special events, and excursions.

Role and Responsibilities

- Central contact for the creation and dissemination of WBGO’s weekly newsletter, Jazz E-News
- Responsible for the scheduling and implementation of all Fund Drive communications, in concert with the efforts of the Membership Director, and our Social Media manager
- Creation and distribution of all related graphics including Travel/Event invitations, fund drive campaigns, and other creative assets
- Member of the core onsite team for WBGO Travel/Events (Caramoor Jazz Festival; Newport Jazz Festival; Saratoga Jazz Festival; etc.)
- Working w/WBGO News and Editorial Department; WBGO Programing and WBGO Digital Content management to formulate and implement comprehensive Marketing Plans, pending final approval by the CDMO
- Managing trade contracts and implementation of said agreements across all digital content assets, and on air promotions.
- Ticket giveaways and contests: managing all aspects, including On-Air spots, Production requests, etc.
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- Spearheads the Marketing activities related to all fundraising events and assists with the management, processing, and acknowledgement of said philanthropic activities, including monitoring ticket sales and attendance lists where appropriate, and other duties as assigned.

Skills and Qualifications

- Bachelor’s degree preferred with a minimum of five (5) years of experience as a senior-level administrative/executive assistant, ideally in a non-profit arts organization.
- Strong organizational skills that reflect the ability to seamlessly perform and prioritize multiple tasks, applying fastidious attention to detail.
- Exceptional interpersonal skills with the demonstrated ability to build and sustain relationships with stakeholders, including staff, members of the Board of Trustees & Community Advisory Board, external partners, and donors.
- Proven ability to manage confidential information with discretion, adaptable to various competing demands, demonstrating the highest levels service delivery around donor relations management.
- Expert skill level in the areas of verbal and written communication.
- Proficiency in Canva and/or other graphic design software
- Expert skills in data-driven social media strategy, and digital marketing implementation across numerous platforms to include Instagram, Facebook, X, YouTube, TikTok and other social networking platforms
- Demonstrated pro-active approaches to problem solving, with strong capabilities around recommendations/decision-making.
- Experienced in developing internal and external communications, partnership development and fundraising.
- Adept at utilizing fundraising and database management tools.

At WBGO, our goal is to provide and maintain a work environment that fosters mutual respect, professionalism and cooperation. The station is an equal opportunity employer that does not discriminate on the basis of race, creed, color, religion, national origin, ancestry, language, age, disability or handicap, sex, gender identity, marital status, sexual orientation or any other characteristic.