Marketing Specialist Job Opening

Sacred Music Institute of America, LLC, a leader in onsite and online sacred music education for church musicians, has an immediate opening for a part-time marketing specialist. Keen interest and/or experience in sacred music or liturgical ministry is essential. The Marketing Specialist is responsible for the company’s marketing initiatives.

* Conduct market research and analysis to direct marketing strategy and planning
* Oversee the production and writing of all promotional materials and marketing campaigns
* Report marketing and sales results to senior management
* Design, layout, and submit print-ready advertisements to national and local publications
* Develop 3 or more social media posts per week, including promotional materials, educational content, and shared content
* Post social media content
* Design, submit, and monitor Facebook advertising
* Record, edit, post, and promote video content (including student and faculty interviews) on YouTube and Facebook
* Identify advertising/marketing opportunities
* Promote the Institute through sharing posts and commenting in sacred music Facebook groups and online forums

Familiarity with Facebook Business Suite, Facebook Ads, Instagram, Twitter, YouTube, video editing software (such as Adobe Premiere), Gmail, Mail Chimp, Microsoft Word, Zoom, and graphic design software (such as Adobe Illustrator) required.

Send cover letter and resume to administrator@sacredmusicinstitute.org