



AMERICAN FRIENDS OF THE
ISRAEL PHILHARMONIC ORCHESTRA

Marketing Associate

American Friends of the Israel Philharmonic Orchestra

Location: Los Angeles, California

December 2018

We believe that music moves the world. The American Friends of the Israel Philharmonic Orchestra (AFIPO) is the North American non-profit fundraising arm of the Israel Philharmonic Orchestra, and we believe that music can forge connections, inspire hearts and minds and move us in profound ways. AFIPO connects individuals from across the United States to celebrate the spirit and creativity of Israel and to provide meaning and relevance to a new generation. AFIPO raises funds for the Orchestra's operating budget, education programs, international touring, and capital expenditures, through a broad range of fundraising initiatives and special events.

Here's what we're looking for:

Reporting to the Executive Director, the Marketing Associate will be based in our Los Angeles office and will implement our renewed national brand, broaden our digital reach and social media presence, and expand our communication with existing friends and reach new potential supporters.

Here's what you'll do:

- Work closely with the Executive Director, external vendors and staff to implement the renewed national brand
- Manage all facets of AFIPO's digital communications:
 - Update the website
 - Manage institutional marketing and communications calendar
 - Write copy and create monthly newsletter in Constant Contact (draft articles, populate templates, pull lists, etc.)
 - Actively engage on social media platforms
 - Develop content for use in digital channels
- Manage all event marketing and communications:
 - Target audiences on social media, the website and in emails to increase ticket sales and donations
 - Suggest advertising and promotions
 - Assist external PR teams
- Recommend advertising strategy and oversee limited advertising budget
- Seek partnerships for AFIPO that would reach new audiences and leverage resources
- Engage with staff to coordinate communications and messaging to compliment fundraising campaigns and development strategy
- Create and implement process for storing and organizing institutional photo and video content
- Assist on special projects and events as needed



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Here's what you'll bring to the table:

- Excellent interpersonal and communication skills
- Strong writing skills
- Expertise with social media
- Creativity, vibrant disposition and consummate professionalism
- Ability to multi-task and effectively manage concurrent projects
- Superior organizational skills and exceptional attention to detail
- Self-motivated and able to work alone and in teams under pressure in a fast paced environment
- Ability to interact with staff, donors, vendors and the public in a professional manner
- Strong computer skills and analytical bent; database management experience a plus
- Ability to manage confidential information and use discretion
- Basic digital design experience
- Knowledge of the arts, classical music and commitment to Israel preferred

Here's what we'll bring to the table:

- Competitive salary and benefits package including medical, dental and retirement program
- Vibrant office environment at the Culver City WeWork – including unlimited spa water, coffee, beer on tap, weekly events and membership perks
- Work with a small, but mighty team of dedicated professionals who are passionate about culture and Israel
- Growth potential for candidates that are interested in philanthropy and special events

To Apply:

Please send a cover letter, resume, one writing sample, salary requirements and availability to:

Marketing Associate Search

Email: hr@afipo.org