



PROMOTIONS MANAGER

Job Summary:

Reporting to the Director of Programs, the Promotions Manager plays a critical role in promoting KidLinks music to audiences of children, parents and professional caregivers for mission growth through both in-person and virtual performances and distribution of KidLinks musical assets. This individual identifies and builds strategic direction for song creation while identifying and recruiting new musical talent.

To ensure success, the ideal candidate brings an understanding of the music industry, a strong appreciation for the power of music and value of healthy messages for children. He/she has an analytic mindset, fine attention to detail, an appetite for innovative musical content, and can clearly communicate key insights/changes from continuously analyzing campaign performance data to artist relations.

Primary Duties & Responsibilities:

- Identify and lead strategy for musical direction
- Create and promote therapeutic music entertainer in-person and virtual performance engagement opportunities
- Identify and implement strategies to recruit new musicians
- Develop content for dissemination via press releases, social media, websites and other distribution channels
- Build long-term relationships with media influencers

Qualifications:

- Bachelor's degree in marketing/advertising, communications/media or related field preferred
- Minimum of 3 years of work experience as a Promotions Manager or similar role
- Musical and creative abilities preferred
- Strong project and time management skills
- Excellent interpersonal, written, communication and public speaking skills
- Demonstrable experience with building effective media campaigns
- Ability to nurture long-term relationships with key media influencers
- Ability to work under pressure and meet deadlines
- Ability to work independently and as part of a team

Position: Part-time (20 hours/month). The first 3 months will be a trial period. This position has the opportunity to turn into a permanent and full-time role.

Compensation: \$75/hour

Location: Remote to start, then limited travel may be required to the recording studio and KidLinks office in Dallas, TX.

To apply:

Interested applicants should **EMAIL** cover letter and resume leigh@kidlinks.org with "Promotions Manager" as the subject. No phone calls please. Materials must be provided to be considered. **No Subcontracting.**