



Marketing & Communications Associate

Luzerne Music Center | Lake Luzerne, NY

Full-Time, Year-Round | Benefits package

Luzerne Music Center (LMC), a summer music camp nestled in the foothills of the Adirondacks, seeks a **Marketing & Communications Associate** to support its mission of providing world-class music education to young artists in a nurturing and inclusive environment. This role is ideal for a creative, detail-oriented professional with strong writing, design, and digital skills who is eager to tell the story of LMC and broaden its reach across audiences.

About the Role

The **Marketing & Communications Associate** plays a key role in developing and implementing LMC's communications and marketing strategies, promoting programs and events, and maintaining strong connections with patrons, alumni, and the broader community. Reporting to the Officer of Philanthropy and Development, this position supports the organization's public presence, fundraising initiatives, and community engagement efforts.

Position Description and Duties

Marketing & Promotion

- Manage organizational social media channels with consistent and engaging content.
- Design, produce, and distribute print and digital materials while maintaining brand consistency and following brand guidelines.
- Create and place advertisements for LMC across digital, print, and radio outlets.
- Write and distribute press releases and coordinate media placements.
- Coordinate program ad sales and ad trades.
- Track SEO analytics, manage Google Ads, and oversee online advertising campaigns.
- Maintain and update the organization's website.
- Manage LMC public information (Wikipedia) & review public stories and news (google alerts). Post and share where applicable.

Communication

- Serve as first point of contact for public inquiries through the info@ email and main phone line.
- Draft, design, and distribute newsletters and coordinate email campaigns.
- Support community outreach efforts.
- Manage and update CRM software to strengthen communications and tracking.
- Build and grow a robust alumni relations program through targeted communications and initiatives.
- Create summer concert programs.

**Desired Qualifications**

- Experience in marketing, communications, or related field.
- Excellent writing, editing, and design skills with attention to detail.
- Familiarity with social media platforms, digital advertising, and website management.
- Comfort with data-driven marketing tools (Google Ads, SEO, analytics, CRM systems).
- Strong organizational skills and ability to manage multiple projects simultaneously.
- Knowledge of or passion for music education and the performing arts preferred.
- **Must reside on site during the summer season.**

Compensation

Salary: \$52,000 – \$60,000

Benefits

Benefits include health, vision and dental insurance plans, and paid vacation, personal and sick time.

Application Materials

To apply, we require you to submit the following materials to the Vice President of Operations, Emily Brown at ebrown@luzernemusic.org:

- A current resume
- Cover letter
- Contact information for three references

Applications will be reviewed only after all materials have been received. At that point, we will contact you to let you know if we would like to schedule an interview. If you have any questions in the meantime, please feel free to reach out to us. Applications will close November 1, 2025.

Equal Opportunity for All

As an equal opportunity employer, LMC does not discriminate on the basis of race, creed, color, national origin, sexual orientation, gender identity or expression, sex, ability, military status, marital status, age or any other groups or persons protected by federal, state, or local law. To read our full commitment to Equal Opportunity, please visit Belonging at LMC at luzernemusic.org/belonging.