



POSITION OPENING

Marketing & PR Coordinator (Chicago-based)

The Marketing & PR Coordinator is a part-time position, approx. 10-15 hrs./week. This job has a flexible, work-from-home schedule; some in-person work is required.

About Apollo's Fire

GRAMMY® award-winning ensemble Apollo's Fire is one of the world's leading period-instrument baroque orchestras. Based in Cleveland, Ohio for the last 30 years, Apollo's Fire (AF) has begun building a second home in Greater Chicago. AF launched its Windy City Series in October 2021.

Apollo's Fire is one of the few American ensembles that maintains a significant subscription series at home (28-32 subscription performances of 6-7 programs in multiple venues); an active touring schedule, averaging 10-18 national and international engagements per year; a significant CD recording and video presence (over 10 million views for YouTube videos, and 29 commercial recordings with 11 Billboard Classical best-sellers and 1 Grammy win); an extensive outreach/educational program, including 14-20 events per year in Northeast Ohio and a major educational residency in Matteson, IL (South-side Chicago suburb); and a Worldwide Watch-at-Home series with a growing national/international audience.

Under the leadership of Artistic Director Jeannette Sorrell, the orchestra has performed five international tours, including such venues as the BBC Proms (London), the Royal Theatre of Madrid, London's Wigmore Hall, and national tours at venues such as Carnegie Hall, the Tanglewood, Ravinia, and Aspen Music Festivals, the Boston Early Music Festival series, the Library of Congress, the Metropolitan Museum of Art (NYC), and many others. In Greater Chicago, Apollo's Fire performs 4 concerts. Venues have included the Music Institute of Chicago (Evanston), the Ravinia Festival, DePaul University, and First Presbyterian of Evanston.

Apollo's Fire is also a leader in innovative outreach, having launched its Community Access Initiative in 2017. The CAI breaks down financial and geographic barriers to attendance, and brought in over 5000 new attendees in two years. The second phase of the CAI, known as the MOSAIC Project, was launched

in the 2019-20 season and seeks to nurture young musicians of color through school partnerships, college internships, and artist fellowships. Apollo's Fire has an annual budget of approximately \$2.8 million and a staff of 5 full-time and 7 part-time employees. The administrative offices are located in Cleveland, but AF already has a Chicago-based Director of Development.

POSITION DESCRIPTION

The Marketing & PR Coordinator (MPRC) supports the Director of Marketing in planning, executing, and tracking ongoing marketing programs and with the development of new marketing strategies, both in Chicago and Cleveland. The MPRC will be based in Greater Chicago and will be AF's "feet on the ground" for grassroots marketing and Development assistance in Chicago and Evanston. He/she also assists the Chicago Development Director with receptions and other Development/cultivation events. At present, most of AF's Windy City concerts are held in Evanston.

RESPONSIBILITIES – GENERAL

- Maintain online event guides and calendars, keeping AF's digital presence updated in all markets
- Manage Apollo's Fire's social media calendar in collaboration with the Assistant Artistic Director and in consultation with the Director of Marketing
- Strengthen partnerships with other classical music and arts organizations, coordinating trade ads, lists trades, and other collaborative marketing
- As needed, support the Director of Marketing in other public relations and marketing for both the Ohio and Chicago markets, including promoting Free Student Rush and student ticket programs
- As needed, assist with editing and proofing of marketing & public relations materials

CHICAGO/EVANSTON

- Manage relationships with printer(s) and mailhouse in Chicago/Evanston to ensure timely delivery of marketing materials
- Build and maintain Chicago press and outreach contact lists
- Deliver postcards/posters to local businesses and organizations
- Identify potential new marketing opportunities in the Chicago/Evanston area, with a goal of expanding and diversifying audiences
- Attend all Apollo's Fire concerts in Chicago/Evanston area (4-5 events in the 2022-23 Season), serving as a key member of the Front of House team
- As needed, assist the Box Office Manager in providing clear and consistent communication to Apollo's Fire patrons in Chicago/Evanston
- As needed, assist with Chicago post-concert patron receptions

Qualifications:

- At least 2 years' experience on the staff of a performing arts organization, with at least 1 year in marketing or public relations;
- Must be based in Greater Chicago;
- A car and valid driver's license are strongly preferred; must have access to reliable transportation;
- Excellent organizational and interpersonal skills;
- Bachelor's degree required, preferably in the arts;
- Customer service experience is a plus;
- Experience in/knowledge of classical music is desired, but not required

Compensation: \$22-25/hr., commensurate with experience

To apply, send cover letter and resume to search@apollosfire.org with cc to Nichole Fehrman at nfehrman@apollosfire.org).