



Marketing Consultant

The Huntsville Master Chorale is in search of a consultant to lead marketing efforts for their first Community Choral Festival featuring Dr. Jason Max Ferdinand, conductor of the award-winning Aeolians of Oakwood University. The event is scheduled for June 3-4, 2022, and is intended to be an annual event that will make Huntsville a destination for music lovers and educators in the Southeast. Since this is the first year for the festival, we are looking for assistance in publicizing the event and building name recognition in the community.

POSITION

The Marketing Consultant will design and execute public and media relations efforts for HMC's upcoming Community Choral Festival. HMC is committed to developing and sustaining an inclusive choral space, so guidance as to how to effectively market the event to diverse communities is of importance. The consultant will report to the Festival Co-Chairs and will develop and implement communications, public relations, and media relations activities in support of this annual event.

RESPONSIBILITIES

- Develop and implement a public relations strategy that promotes the Community Choral Festival to diverse audiences and enhances brand awareness of the Huntsville Master Chorale.
- Brainstorm, pitch and secure media opportunities, op-ed placements, influencer meetings, and events through traditional and digital channels.
- Field incoming media inquiries and develop media contacts to promote the festival through print, television, radio, and other industry and community influencers.
- Facilitate and staff media interviews with appropriate staff persons.

REQUIREMENTS

- Superior writing skills with a demonstrated ability to write for multi-media
- Proven success at leveraging digital as well as traditional media
- A love of the musical arts and experience collaborating as a member of a creative team

ABOUT THE HUNTSVILLE MASTER CHORALE

The Huntsville Master Chorale celebrates creativity by providing vibrant musical performances, developing singers, commissioning original compositions, and promoting community through choral singing and collaborating with other local arts groups.

The Community Choral Festival is an extension of HMC's mission to educate singers, providing access to world-class clinicians and the opportunity to make music with a mass choir of experienced musicians. A festival choir is a stirring experience, and we look forward to adding this annual event to Huntsville's cultural scene, in an effort to make Huntsville a destination for musical creatives.

INQUIRIES/SUBMIT RESUME TO

Huntsville Master Chorale, hsvmasterchorale@gmail.com, PO Box 1774, Huntsville, AL 35807



Dr. Jason Max Ferdinand
Guest Clinician

Lift Every Voice and Sing!

The Huntsville Master Chorale would like to invite you to sing for the 1st. Huntsville Community Choral Festival with guest clinician Dr. Jason Max Ferdinand.

Trinity United Methodist Church
607 Airport R. Boulevard,
Huntsville, AL 35802

Friday June 3, 6:00-9:00 p.m.
Saturday June 4, 9:00 a.m.-5:00 p.m.
Concert at 5:30 p.m.

HUNTSVILLE COMMUNITY CHORAL FESTIVAL 2022

For information about the festival visit
www.hsvmasterchorale.org



Mercedes-Benz
of Huntsville



NATIONAL
ENDOWMENT
for the **ARTS**
arts.gov

