



REVEILLE
MEN'S CHORUS
TUCSON, ARIZONA

PART-TIME MARKETING & BRAND COORDINATOR

Classification: Part-time W-2, non-exempt

Compensation: \$20/hour + 15% Year 1 merchandise commission

Reports to: Executive Director

Location: Tucson, Arizona; regular in-person availability required

Hours: ~10 hours/week on average; schedule varies (see below)

Benefits: Not benefit-eligible

Growth: Potential for increased hours and advancement as resources allow

Workload: Priorities set within budgeted hours and production calendar

About Reveille Men's Chorus

Reveille Men's Chorus is Tucson's LGBTQ+ chorus for voices in the tenor-to-bass range. Guided by our mission, Changing Lives Through Music, we create high-quality musical experiences that build community and advance a safer, more inclusive world for LGBTQ+ people.

Position Summary

The Marketing & Brand Coordinator is a key member of Reveille's Development and Marketing teams, supporting the day-to-day execution of marketing, communications, brand stewardship, multimedia storytelling, and Reveille's merchandise program. The position exists in part to shift recurring marketing execution from the Executive Director so that the Executive Director can devote greater capacity to development, relationships, partnerships, and organizational leadership.

The Coordinator reports directly to the Executive Director and works closely with the Marketing & Communications Committee. The committee provides strategic input, subject-matter expertise, and volunteer support; the Coordinator leads assigned day-to-day execution within Board-approved brand standards and priorities established with the Executive Director. The Coordinator is empowered to make routine marketing and brand decisions within that framework, while the Executive Director retains final staff-level authority for marketing strategy, significant brand decisions, and approvals.

Year 1 Priorities & Scope

This is a broad small-nonprofit marketing role, but the responsibilities below are not intended to be a weekly checklist. The Coordinator and Executive Director will set priorities based on available hours, the production calendar, deadlines, and organizational needs. In Year 1, work should be prioritized in this order:

- 1. Branded content and marketing coordination:** Coordinate the development and execution of branded content across social media, the website, mass email, postcard/direct-mail pieces, concert programs, and other priority audience touchpoints.
- 2. Merchandise sales:** Launch and develop Reveille's first merchandise program in support of the FY27 merchandise revenue goal, while keeping the core marketing function as the primary priority.
- 3. Supporting marketing functions:** Complete the additional responsibilities described in this job description as capacity, deadlines, and organizational priorities allow.

Key Responsibilities

Branded Content & Campaign Coordination

- Coordinate the development and delivery of branded content for social media, the website, mass email, postcard/direct-mail pieces, concert programs, digital advertising, and other priority communications.
- Support integrated marketing for concerts, events, singer recruitment, fundraising, sponsorship, and organizational campaigns, working from strategy and priorities established with the Executive Director.
- Maintain the marketing/content calendar, promotional assets, brand voice, messaging, and production deadlines across audience touchpoints.
- Create content directly when appropriate and coordinate designers, photographers, videographers, print vendors, volunteers, and other contributors when specialized support is needed.
- Use analytics and audience insights to recommend practical improvements in engagement, ticket sales, email growth, social reach, donor support, sponsorship visibility, and community awareness.

Merchandise Program

- Build and launch Reveille's first merchandise store, including product concepts, design coordination, vendor relationships, pricing recommendations, online listings, launch planning, and branded presentation.
- Promote and coordinate merchandise sales online and at events; track product performance, sales, inventory/fulfillment needs, and recommend reorders, promotions, pricing changes, or product adjustments in coordination with the Executive Director.
- Help develop the merchandise program as a sustainable earned-revenue stream while ensuring merchandise work remains balanced with Reveille's primary marketing and communications needs.

Digital, Multimedia & Audience Support

- Capture strong smartphone photos and video at selected rehearsals, concerts, fundraisers, community appearances, and other activities as assigned.
- Edit and produce short-form video, reels, promotional content, event recaps, testimonials/interviews, and other multimedia when those formats are priorities within available hours.
- Complete routine Wix website updates and maintain an organized library of approved photos, video, graphics, and other marketing assets.
- Support digital advertising, media/community outreach, community calendars, and other promotional activities based on organizational priorities and available capacity.

Collaboration, Planning & Brand Stewardship

- Work closely with the Executive Director on strategy, priorities, approvals, and workload planning; manage assigned projects from concept through delivery with clear timelines and follow-up.
- Work collaboratively with the Marketing Committee, which provides strategic advice, expertise, and volunteer capacity in support of staff-led marketing execution.
- Coordinate as needed with other staff, Board members, singers, volunteers, vendors, sponsors, media, venues, and community partners.
- Apply strong judgment and consistently represent Reveille's mission, voice, visual identity, and Board-approved brand standards.

Qualifications

We are seeking a strong marketing generalist who can move work forward across several channels. Applicants are not expected to be specialists in every platform or discipline listed below.

- Relevant marketing, communications, brand, digital, e-commerce, or related experience. Equivalent professional, nonprofit, volunteer, or portfolio-based experience will be considered; a bachelor's degree is preferred but not required.
- Strong writing, editing, visual communication, storytelling, project-management, and stakeholder-coordination skills, with the judgment to prioritize work in a small nonprofit environment.
- Hands-on experience across multiple marketing channels such as social media, email, websites, digital advertising, print, content production, or comparable work; expertise in every channel is not required.
- Comfort creating and editing digital content using tools such as Canva or comparable platforms; experience with Adobe Creative Suite, Premiere, Final Cut Pro, CapCut, Lightroom, or similar tools is a plus rather than a requirement.
- Comfort capturing usable smartphone photo/video and learning or maintaining day-to-day website content. Wix experience and advanced video/audio production skills are preferred but not required.
- E-commerce, merchandise, nonprofit, performing arts, and/or LGBTQ+ community experience is highly valued.
- Strong judgment and commitment to representing Reveille's brand, mission, and LGBTQ+ community with professionalism, creativity, and cultural awareness.

Schedule, Event Availability & Compensation

This position is budgeted at approximately 10 hours per week on average across the season. The scope of the role will be actively prioritized within those hours; applicants should not expect every responsibility in this job description to be performed every week. Some weeks will be scheduled below 10 hours to offset higher-demand concert and event weeks, which may require approximately 15-20 hours, including evenings and weekends. All hours worked are paid.

The position may grow in weekly hours and responsibility after Year 1 as organizational needs and resources allow, with the long-term potential to develop into a Manager-level role as the position's FTE and compensation grow.

Major 2026-27 Event Dates

- CaBOOret - October 24, 2026
- Yuletide Ball - December 4 & 6, 2026
- Lift Every Voice - March 6, 2027
- Pictures at Our Exhibition - June 5 & 6, 2027

Applicants should plan to be available during these event weeks, including the event dates. Any known conflicts should be identified in application materials or during the interview process. Because the role supports in-person content capture and live events, regular availability in Tucson is required.

Year 1 Merchandise Commission

The Coordinator will receive a commission of 15% of gross merchandise sales during Year 1, reflecting the additional responsibility of launching and developing a new revenue program. Net merchandise sales exclude sales tax, refunds, chargebacks, and shipping. The commission structure will be reviewed after Year 1 based on performance, profitability, workload, and program maturity and may be revised for Year 2.

To Apply

Send a cover letter, resume, and relevant work samples or portfolio links to Michael Webb at:

ExecutiveDirector@ReveilleMensChorus.org

Applicants are encouraged to include examples that demonstrate how they coordinate marketing work across channels. Relevant samples may include branding, design, social media, email, web, photography/video, e-commerce/merchandise, campaign planning, or other related work; applicants do not need examples in every category.

Applications will be accepted until the position is filled.