



COLTS YOUTH ORGANIZATION

We use music & excellence to teach each other about success in life.

JOB DESCRIPTION

Digital Media & Communications Team Lead

Overview

We are looking for a communications specialist to play a central role in telling the story of the Colts Drum & Bugle Corps, Colt Cadets, and the broader Colts Youth Organization. This position leads the creation of digital content, manages social media and web presence, and captures the energy, discipline, and growth that define the drum corps experience. The role includes both year-round communications work and on-tour media responsibilities during the summer season.

The Position

The Digital Media & Communications Team Lead will be responsible for content creation and management of the Colts social media channels, as well as maintaining the website and building regular email newsletters. Other graphic design duties may be assigned to a candidate who has experience in — and can demonstrate a portfolio of — exceptional visual solutions.

The position can be tailored to fit the needs of the chosen applicant. Could be part-time or full-time; working remote or in the Colts office in Dubuque. Responsibilities will vary based on the hours assigned to the role. Full-time salaried positions at the Colts include flexible time off, health insurance, short term disability & life, and matching contributions to our employer-sponsored retirement account.

Position Type: Digital Media & Communications Lead (full-time or part-time)

Reports To: Executive Director

Responsibilities

- ▲ Develop and execute digital communication strategies that elevate the Colts brand and highlight member experiences, performances, and organizational impact
- ▲ Create compelling multimedia content — photos, videos, graphics, and written stories — from rehearsals, camps, community events, and the national summer tour
- ▲ Manage social media channels, including content calendars, posting, community engagement, and analytics
- ▲ Maintain and update the Colts website with news, schedules, program information, tour updates, and sponsored events
- ▲ Collaborate with program staff, design teams, and administrative leadership to support recruitment, fundraising, and alumni engagement campaigns

- ▲ Capture and organize media assets throughout the season, including daily tour content, behind-the-scenes features, and performance highlights
- ▲ Assist with press outreach, newsletters, donor communications, and storytelling for grants and annual reports
- ▲ Uphold brand consistency across all digital and print materials

Qualifications

- ▲ Bachelor's degree in communications, marketing, visual communication, journalism, media production, or related field (or equivalent experience)
- ▲ 2–4 years of experience in digital communications, social media management, and/or content creation
- ▲ Strong writing and editing skills with the ability to convey the Colts voice to various constituencies — youth, families, alumni, donors, and fans
- ▲ Experience with photography, videography, and basic editing using the Adobe Creative Suite, Canva, or similar tools
- ▲ Familiarity with social media analytics, email marketing platforms, and content management systems (Salesforce and/or Pardot experience a plus)
- ▲ Ability to work collaboratively in a fast-paced, mobile environment
- ▲ Willingness and ability to travel with the corps during the summer tour and work non-traditional hours as needed
- ▲ Proficiency in office software: Word, Excel, PowerPoint, Google applications
- ▲ Must be able to pass a background check
- ▲ Must be beyond the age of membership eligibility (21+)

Preferred Skills

- ▲ Experience in performing arts, youth development, and/or live-event media production
- ▲ Knowledge of drum corps, marching arts, or competitive youth performance ensembles
- ▲ Motion graphics or advanced video editing skills
- ▲ Understanding of SEO, accessibility, and digital engagement best practices

Physical Requirements

- ▲ Must be mobile and able to bend, stoop, reach, and moderately lift (up to 30 pounds)
- ▲ Must be able to sit/stand at a workstation or a computer screen for up to 2 hours at a time
- ▲ Must be able to travel in a van for 2-3 hours between stops

Reasonable Accommodations Statement: To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the functions required.

Core Values

The Colts Youth Organization is built on our shared core values – Education, Respect, Accountability, Innovation and Success. These core values drive our message and help us communicate our story.

Here's What Makes This Role Meaningful

- ▲ You'll help share the transformative experiences of young performers as they learn, grow, and achieve excellence
- ▲ Play a key role in shaping the public voice of a nationally recognized performing arts organization
- ▲ Contribute to recruitment, community engagement, and donor storytelling that sustains the Colts mission
- ▲ Become part of a passionate, tight-knit community built on tradition, teamwork, and the pursuit of excellence

Online Application