



**Director of Music Industry Engagement  
Portland Or, Austin TX, or Remote**

**Who We Are:**

JoyRx, the mission delivery of Children's Cancer Association, is the only organization of its kind. Established in 1995, it has the simple goal of delivering Joy to seriously ill children and teens when they need more than medicine. We combine energy, commitment, and vision to transform the standard of care for seriously ill children every day with Joy. JoyRx has pioneered innovative, award-winning pediatric programs of music, friendship, and nature.

JoyRx is passionate about Diversity, Equity, and Inclusion and believes that a diverse staff of highly skilled, and creative individuals is necessary to achieve the vision and mission of the organization. We strive to create a work environment that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves to work, fully as they identify.

We welcome and encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions.

**Who You Are:**

You are an experienced professional in the music and entertainment industry that is passionate about using music and the arts to make a difference in the lives of sick children. You have a strong network of professional musicians and promoters and are fluent in their ways of communication and motivations. You know how to get the attention of decision makers in the music industry and partner with them to create music and content, to host benefit concerts, and to create mission ambassadors.

**What You'll Do:**

In this role as the Director of Music Industry Engagement you'll be responsible for identifying top-tier musical talent and working to develop rich relationships with them to further the mission of JoyRx. You'll be the primary point of contact for all our professional musician partners and concert producers/promoters to establish, maintain, and grow their partnership and ambassadorship of JoyRx. You'll also work closely with our music industry corporate partners.

You'll coordinate the creation of custom music and digital content with our musician partners, as part of our JoyRx Music programming. You'll also partner with staff event planners and fundraising developers to plan and host benefit concerts with music industry partners to raise money to support JoyRx. And you'll work closely with marketing and communications counterparts to promote our musician partnerships and grow awareness of JoyRx as a world-class mission-driven organization.

In this role you will:

- Establish, foster, and maintain professional relationships with local and national musicians and other performing artists. Manage a collection of artists relations, enabling you to book talent for 4-6 benefit concerts, 12+ unique music content pieces, and robust partnership storytelling with media-worthy artists.
- Work with JoyRx's marketing and leadership teams to explore, develop, and evaluate additional revenue generating opportunities and brand partnerships.
- Leverage artist and industry relationships to create local and national opportunities to secure exclusive content and support our marketing strategies across social, media relations, brand perception, and growth.



- Secure and inspire artists to play acoustic live performances for hospitalized kids and families in select children hospitals and streaming digital performances.
- Liaison with children's performers to develop exclusive content for our JoyRx Music programming.

The Director of Music Industry Engagement Relations reports to the Vice President of Brand Marketing.

#### **Essential Functions:**

- Develop and maintain relationships with artists, musicians, and concert promoters, and other entertainment professionals
- Manage budget for artist collaboration and compensation
- Manage all contracts and agreements, including usage rights and licensing with industry partners
- Partner with national brand partners
- Secure artists for 4-6 benefit concerts annually, support venue selection and planning of concert events in multiple markets
- Facilitate artist collaboration, dedicated songs, and original musical content for digital and live content delivery to kids.
- Foster artist relationships to develop JoyRx brand ambassadors
- Elevate brand through partnership and support of professional musicians
- Align to brand strategy and support JoyRx programming and fundraising goals

#### **Qualifications and Skills:**

- Fluent in music trends and a pulse on up-and-coming artists.
- Strong demonstrable knowledge of current music trends and experience with wide varieties of live music required.
- Ability to establish effective working relationships with artists, management, and press in a fast-paced environment.
- Proven experience successfully driving revenue through prospecting, discovery, pitching, closing and renewing business.
- Network of contacts across professional musicians and concert promoters.
- Familiarity with Portland, Austin, and national music scenes.
- Excellent communication, presentation, negotiation, and relationship-building skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Command of the music industry – knowledge of roles, key players, and motivations.
- Strong organizational, analytical, and problem-solving skills.
- Proficiency in Microsoft Office Suite.
- Willingness to travel as needed.

#### **Education & Experience:**

- 7-10 years of experience in arts management or related field working directly with professional musicians/promoters



- Strong communication skills and ability to work collaboratively with others
- Demonstrated success in securing artists for events with six-figure revenue potential
- Strong understanding of both the music industry and brands that intersect at different points within the music industry

#### **Competency Requirements:**

- **Relationship Building** – Establish and maintain productive relationships with children, families, partners, and staff. Initiate contacts readily.
- **Planning & Organizing** – Prioritize multiple tasks and maximize use of available time to ensure work is accomplished efficiently and accurately.
- **Written Communication** - Composes informative and convincing documents. Uses the written language to convey substance and intent with accuracy. Demonstrated experience in grant writing.
- **Energy** – Exhibit stamina and endurance and maintain a fast pace over time.

#### **Work Environment:**

At JoyRx we are committed to a work environment where each person feels a sense of belonging. Each person is recognized, appreciated and valued.

This position is based in either the JoyRx Portland, OR or Austin, TX offices, or remote for the right candidate. JoyRx offers a hybrid office environment, with both onsite (professional open office environment) days and the ability to work remotely up to 2 days/week.

#### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without a reasonable accommodation.

Due to the nature of JoyRx's work with immunocompromised children, it is our responsibility to take every precaution possible to protect the health and safety of the children and families we serve. All JoyRx employees, regardless of work location, are required to receive COVID-19 vaccinations as recommended by the CDC, including any future boosters, unless a reasonable accommodation is approved.

#### **Travel:**

This position requires occasional travel in the Portland Metro or Austin Metro areas (depending on where the role is based) as well as limited travel to other key regions.

#### **Compensation:**

JoyRx is a growth organization that looks for team members to grow with it. JoyRx offers a generous total rewards package, casual work environment and an inclusive culture.

This position offers a competitive benefits package and a salary starting at \$110,000. Final offer amounts and levels are determined by multiple factors, including your experience, and may vary from the amounts listed above.

Generous benefits, including:

- Heavily subsidized medical, vision, dental and alternative care benefits;
- Generous PTO package, paid wellness days & nine (plus two floating) paid holidays;
- Voluntary short- and long-term disability;
- Flexible spending plan;
- 401(k) with 3.5% JoyRx match;



- Paid four-week sabbatical to pursue creative talents after eight years of service;
- Professional development annual benefit
- Subsidized on-site parking or public transportation reimbursement

**Position Type/Expected Hours of Work:**

This is a full time or part-time position depending on the ideal candidate. Some flexibility in hours is allowed; days and hours of onsite work are generally Monday through Thursday, 8:00 am – 5:30 pm and Friday 8:00 am – 12:00 pm. This position requires at times evening hours and occasional weekend work.

**General Information:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position. Job duties may change at any time with or without notice.

**Application Guidelines:**

Complete the [application](#) through our application portal and answer the following three questions in your cover letter:

1. Tell us how your previous work history has prepared you for this role,
2. Tell us if the compensation and benefits information listed above meet your needs,
3. Share a story from your work experience about partnering with a professional artist and how you worked to leverage that partnership

**To learn more about JoyRx, the mission delivery of Children's Cancer Association:** [joyrx.org](http://joyrx.org). Visit our YouTube channel to see some of the artists we've partnered with, such as [Ed Sheeran](#), [Ringo Starr](#), [Shakey Graves](#), [Lisa Loeb](#), [Vance Joy](#).

Watch Founder and Chief Joy Officer, Regina Ellis' TEDx Talk on the [Joy Effect](#)

**Children's Cancer Associations' Maxims:**



Children's Cancer Association

## **We believe kids deserve long, wonderful lives.**

Or, at the very least, short, wonderful lives. **We believe cancer sucks.** We've had it, or loved someone who did. **We prescribe moments of joy for kids who are in the fight against all serious illness.** We create lasting memories for the loved ones who stand beside them. **We believe joy grows exponentially when it's used collectively.** We are surrounded by a league of extraordinary heroes who perform amazing feats of compassion, generosity, and love every day. **We are music medicine pioneers.** We believe in purple. **We know joy comes in all colors, shapes, and sizes – just like the kids who need our help.** We love to laugh. **We are not afraid to cry.** We spend every dollar wisely. **We give hugs freely.** We believe in today. **We respect our history as a grassroots organization.** We embrace our destiny as a global source of [JoyRx](#). **We believe these things matter.**