



Location: Indianapolis, IN

Reports To: Senior Director and Manager of Participant Relations

Status: Full-Time, Exempt

About Music for All

Music for All's mission is to create, provide, and expand positively life-changing experiences through music for all. Our vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in their scholastic environment. Founded in 1975, Music for All is one of the nation's leading organizations in scholastic music education and performance experiences. Through nationally recognized programs including Bands of America Championships, Music for All Summer Camp, the Music for All National Festival, Affiliate Regional Festivals, National Honor Ensembles, and educational advocacy initiatives, Music for All serves students, educators, and communities across the country.

Music for All is committed to building a culture of excellence, innovation, collaboration, and service while advancing opportunities for students and music educators nationwide.

Position Summary

Music for All is seeking a highly motivated, relationship-focused, and results-oriented Sales & Enrollment Growth Specialist to support the organization's strategic growth objectives. Reporting directly to the Participant Relations Manager, this position serves as the primary point of contact for prospective participants and music educators interested in Music for All programs. The Sales & Enrollment Growth Specialist is responsible for identifying, cultivating, and converting new participation opportunities through proactive outreach, relationship development, lead management, and enrollment support.

This role functions as the front end of Music for All's participant recruitment process, helping schools, directors, and educators discover opportunities within Music for All programs before transitioning enrolled participants to the broader Participant Relations team for ongoing engagement and event support.

The ideal candidate is a skilled communicator who enjoys building relationships, managing multiple priorities, and contributing directly to organizational growth.

Key Responsibilities

Sales, Recruitment, and Enrollment Growth

- Drive participation growth across Music for All programs through proactive outreach, prospecting, and relationship development.
- Identify and cultivate new participation opportunities among music educators, school administrators, and performing arts programs.
- Build and maintain a robust recruitment pipeline of prospective participants and organizations.
- Conduct outreach through phone, email, virtual meetings, conferences, trade shows, referrals, and other recruitment channels.
- Guide prospective participants through the enrollment process and support successful conversion from inquiry to registration.
- Support annual enrollment goals through consistent lead generation, follow-up, and relationship management efforts.
- Research and identify emerging markets, underserved regions, and new growth opportunities.

Relationship Management

- Serve as a trusted and professional first point of contact for prospective participants and educators.
- Maintain regular communication with prospective participants throughout the recruitment process.
- Represent Music for All professionally at conferences, festivals, industry events, and recruitment activities.

Pipeline Management and Reporting

- Utilize Salesforce and other organizational systems to manage leads, track recruitment activity, and maintain accurate participant records.
- Monitor enrollment trends, recruitment progress, and pipeline activity.
- Prepare reports and updates regarding recruitment efforts, participation trends, and growth opportunities.
- Maintain a high level of data integrity and organizational accuracy.

Organizational Collaboration

- Collaborate closely with Participant Relations, Events, Education, Marketing & Communications, and Advancement teams to support organizational goals.
- Ensure smooth transitions from recruitment and enrollment into participant onboarding and event preparation processes.
- Provide insight and feedback regarding participant needs, market trends, and recruitment opportunities.
- Support additional projects and organizational initiatives as assigned.

Required Qualifications

- Bachelor's degree or equivalent professional experience in sales, business development, communications, customer relations, education, or a related field.
- Minimum of two years of experience in sales, recruitment, enrollment management, customer acquisition, business development, admissions, membership growth, or a related field.
- Demonstrated success building relationships and achieving measurable goals.
- Strong verbal and written communication skills.
- Exceptional interpersonal and customer service skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and priorities simultaneously.
- Proficiency with Microsoft Office applications.
- Ability to work independently while contributing positively within a team environment.

Preferred Qualifications

- Experience utilizing Salesforce or similar CRM platforms.
- Experience working within education, nonprofit, arts, association, or event-based organizations.
- Knowledge of music education, performing arts, or scholastic activities.
- Experience with enrollment, admissions, membership recruitment, or consultative sales environments.
- Experience presenting to groups or representing an organization at conferences and events.

Success in This Role

Successful candidates will demonstrate:

- Consistent growth in participant recruitment and enrollment.
- Strong relationship-building skills with educators and school leaders.
- Effective management of recruitment pipelines and lead activity.
- Commitment to outstanding customer service and participant experience.
- Alignment with Music for All's mission, vision, and values.
- Collaboration across departments to support organizational goals.

Work Environment and Travel

This position is based at Music for All headquarters in Indianapolis, Indiana.

Music for All operates numerous national events, festivals, camps, and educational programs throughout the year. Travel, evening work, and weekend responsibilities are periodically required.

All approved business travel expenses will be reimbursed in accordance with Music for All policies.

Compensation and Benefits

Music for All offers a competitive salary and benefits package, including health benefits, retirement contributions, paid time off, professional development opportunities, and the opportunity to make a meaningful impact on music education nationwide.

Equal Opportunity Employment

Music for All is an equal opportunity employer and is committed to creating an inclusive workplace that values diversity of backgrounds, experiences, and perspectives.