



Marketing & Digital Media Manager

Job Title: Marketing & Digital Media Manager
FLSA Status: Full-Time, Exempt
Job Location: Santa Rosa, CA
Reports to: Director of Marketing and Patron Services

Overview: The Santa Rosa Symphony is one of the Bay Area's leading nonprofit performing arts organizations. With a \$5 million operating budget, the Symphony presents over 40 performances along with a robust portfolio of music education programs that inspire and engage 50,000+ people each season. The Symphony seeks an experienced, creative, and motivated marketing professional to join the organization as Marketing & Digital Media Manager. The Marketing & Digital Media Manager will play an integral role within the Marketing Department as it achieves important earned revenue, programmatic and institutional marketing, and audience development goals in support of the orchestra's artistic and educational programs, while also providing exemplary day-to-day management of marketing and communications operations. Someone who is passionate about organizational storytelling, loves creating compelling new ways to reach potential audiences, and has an affinity for classical music will find the work of this position to be immensely rewarding. The Marketing & Digital Media Manager will report to the Director of Marketing and work closely with the entire administrative team.

Job Duties and Responsibilities:

Marketing

- Support the creation of the organization's annual marketing plan, including programmatic and institutional marketing efforts.
- Manage the execution of marketing strategies and initiatives, including social media, e-communications, and paid media advertising.
- Support the development and growth of cross-promotion partnerships.
- Liaise with contracted graphic designer as they create digital and print marketing collateral for us in various marketing campaigns.

Social Media and Digital Content

- In collaboration with the Director of Marketing, maintain and optimize social media and digital content strategy.
- Create, manage, and monitor strategic social media content and campaigns across the Symphony's social media platforms.
- Ensure alignment between social media activities and other marketing and communications campaigns.
- Manage the capture of organic photo and video content in support of social media activities, utilizing the orchestra, music director, classical and family series rehearsals and performances, education programs, and other events and activities.

- Track and report on organic social media, paid social, YouTube, and website metrics monthly.
- Attend regular meetings of the Audience Development Committee and present top-level metrics and progress of social media activities.

Public Relations

- In concert with the Director of Marketing, develop an annual press release strategy and schedule for the organization.
- Manage the creation and dissemination of all organizational press releases.

Other

- Develop and manage content for the Symphony's WordPress website.
- Manage the creation and production of concert program books, including program book advertising sales.
- Provide on-site staff support, as needed, for Symphony's self-produced concerts at the Green Music Center.

Qualifications:

- 3-5 years of progressively responsible marketing, communications, and/or public relations experience, preferably for a nonprofit arts organization.
- Bachelor's degree a plus.
- Exceptional creative writing and communications skills, with great attention to detail.
- Successful experience with marketing communications, including writing press releases, crafting email communications, and developing advertising verbiage.
- Adept at managing multiple social media platforms. Proficient in crafting engaging content that resonates with our target audience. Proven experience with analyzing social media metrics (reach, engagement, conversions) to assist in the development, optimization, and implementation of strategies to increase engagement. Familiarity of social media management software such as Agorapulse.
- Strong computer skills, including familiarity with cloud-based platforms such as Microsoft 365, Adobe Creative Suite, MailChimp, Slack, and Zoom, and experience working in an ecommerce marketing platform and customer relationship management database system.
- Friendly, responsive, and collaborative demeanor in person, on the phone, and in written communications.
- Ability to work independently, solve problems, and manage time and projects.
- Availability and willingness to work evenings and weekends throughout the year, as needed, for concerts, meetings, and other events.
- Affinity for classical music and the orchestral art form.
- Valid driver license.

Working Conditions:

- Ability to sit or stand for prolonged periods of time.
- Ability to work on a computer in an office environment.
- Ability to lift and carry up to 20 pounds periodically.

Position:

The Marketing & Digital Media Manager is a full-time, exempt position based at the Symphony's office in Santa Rosa. The Symphony offers a hybrid work environment to its administrative employees. In addition to regular business hours Monday-Friday from 9:00am-5:00pm, some weekend and evening hours throughout the year will be required for performances, meetings, and other events.

Compensation:

Salary range for this position is \$65,000-\$75,000, depending on experience. Compensation package includes 100% employer-sponsored health, dental, and vision insurance, 401k plan, and paid vacation, holidays, and sick leave.

To Apply:

Email cover letter and resume as a single PDF by May 31, 2024 to Brenda Fox, Director of Marketing, at bfox@srsymphony.org. Include job title in subject line. **No phone calls, please.**

The Santa Rosa Symphony is committed to providing equal opportunity for all persons employed or seeking employment with the Symphony. Candidates who identify as Black, Indigenous, or People of Color are strongly encouraged to apply. The Symphony will recruit, hire, retain, promote, and otherwise treat all employees and job applicants equally, without regard to race, color, religion, national origin, gender, age, physical or mental disability, marital status, medical condition, sexual orientation, veteran status or any other basis prohibited by applicable law.