



**DIGITAL MARKETING MANAGER**  
**Marketing Division**

<b>Work Status:</b>	Full-Time Regular	<b>Payroll Type:</b>	Exempt
<b>Location of Job:</b>	Davies Symphony Hall San Francisco, CA	<b>Salary:</b>	\$79,079
<b>Schedule:</b>	Monday – Friday Some evenings & weekends	<b>Regular Hours:</b>	9:00am – 5:00pm
<b>Reports To:</b>	Senior Director of Marketing & Sales	<b>Supervisory:</b>	No

**JOB SUMMARY**

Working cross-departmentally, the Digital Marketing Manager plays a key role in developing online marketing strategies and tactics in search, display, email, and social channels while overseeing digital marketing campaigns for the San Francisco Symphony.

The Digital Marketing Manager will track, analyze, and report on marketing performance data metrics on an ongoing basis to identify and underscore trends and uncover opportunities. They will possess project management know-how, a firm understanding of user experience and strong search engine optimization (SEO) and search engine marketing (SEM) skills. This role will be focused on growing an existing engaged community across all social media touchpoints with relevant content to drive brand awareness and engagement.

**RESPONSIBILITIES**

- Oversees all digital marketing initiatives; manages the planning, development, and implementation of organic and paid advertising programs.
- Responsible for the digital life cycle of marketing campaigns.
- In collaboration with the Senior Director of Marketing and Sales, manages external consultants and/or digital media agencies as needed.
- Manages the detailed execution of marketing campaigns, including but not limited to creation of promotional plans, owned media selection, and content development.
- In partnership with the web + digital team, develops and manages search engine optimization (SEO) and search engine marketing (SEM) strategies; Liaises with other departments to generate content and activate digital content marketing strategies.
- Work cross departmentally to support digital campaigns that include SFS Media album launches.
- Works as a partner to the Associate Director of Marketing for all digital and social campaigns.

- Provides key learnings and SEO best practices to Digital Producer for integration onto the SFS website.

#### **Social Media:**

- Develop, maintain, distribute organic & paid social calendar based on marketing strategies, including creating original copy and repurposing existing, curating images/video based on already available assets, and shooting new imagery with concept leads & partners.
- Build and execute comprehensive digital strategy and social media strategy across all platforms including consumer targeting, content strategy, messaging, and metrics.
- Oversee execution of all social media content including institutional messaging for the organization across all departments such as development, marketing, and education.
- Actively manage social media channels collaborating with marketing, editorial, and communications teams.
- Develop and grow relationships with the SFS musicians to produce original content to elevate the SFS brand across social media channels.
- Works with content teams to establish a consistency of tone and message across social channels that actively supports larger institutional voice.
- Responsible for live coverage at key institutional events.

#### **Content curation:**

- Collaboration with creative team, including regular communication with marketing team for current knowledge of brands' business goals, priorities, and integrated marketing campaigns.
- Identify opportunities, budget, and map out timelines for video curation across the season.

#### **Analytics & Insight:**

- Produce programmatic marketing reports including analytics and other key performance metrics such as media performance, attendance, ticket sales and revenue; analyzes findings on an ongoing basis to optimize promotional plans.
- Monitor and report on analytic dashboards to influence strategic decision making.
- Provide strategic recommendations for growth and overall health and increased engagement of digital and social media advertising campaigns.
- Leverage consumer data insights & social media metrics to help create more powerful content across the organization.
- Identify and implement new tests and tactics including CRO and post-click strategies while continually striving to drive enhanced results and apply learning to future campaigns.
- Recommend & launch new social tools or opportunities as they arise.

#### **Budgeting:**

- Plan, budget and manage all paid digital marketing programs (Retargeting, Display, Paid Social etc.) works closely with the Senior Director of Marketing and Sales to effectively track payments.
- Works closely with Marketing team and external agencies to oversee digital buys across social media platforms.

**Other:**

- Proofread as requested, all marketing material.
- Assist with staffing events, free concerts, program production, etc as necessary.
- Regularly attend SFS concerts and events.
- Other duties as assigned.

**QUALIFICATIONS**

- Passionate about social media, consumer video, and music.
- Bachelor's degree in advertising, communications, creative writing, related field or equivalent training/experience encouraged.
- Minimum of 5+ years demonstrated work experience in marketing and/or advertising. Agency, in-house and/or previous marketing experience at a large arts institution preferred.
- Strong understanding of website technology, social and email marketing including SEO, SEM, Social Media platforms.
- Solid technical understanding of web analytics and the ability to pick up new monitoring and reporting tools quickly. Google Analytics experience a plus.
- Ability to work in a fast-paced environment where the demands and directions of the work are constantly changing.
- Solid presentation skills, both internally and client-facing.
- Effective in project management and in providing strategic direction, and excellent writing skills.
- Dedication/passionate about non-profits, performing arts or music/orchestra.
- Knowledge of classical music a plus.

**APPLICATION INSTRUCTIONS**

To apply, please visit our website at [www.sfsymphony.org](http://www.sfsymphony.org). Under the About Us tab, go to the Careers and Auditions page and click on "View administrative job listings." Search for this job and click on "Apply for this Position" to submit your resume and cover letter.

**ORGANIZATIONAL PROFILE**

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the U.S. Under the artistic direction of Michael Tilson Thomas since 1995, the Orchestra is a leading presence among American orchestras at home and around the world, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In December 2018, the San Francisco Symphony announced Esa-Pekka Salonen as its Music Director Designate along with a group of eight Collaborative Partners from a variety of cultural realms who collectively form a new artistic leadership model. Salonen began his appointment as the SFS's 12th Music Director in September 2020, at

which time Michael Tilson Thomas became the Orchestra's first Music Director Laureate, following his remarkable 25-year tenure as Music Director.

The San Francisco Symphony presents more than 220 concerts and presentations annually for an audience of nearly 450,000 in its home of Davies Symphony Hall and through its active national and international touring. A cornerstone of the organization's mission, the San Francisco Symphony's education programs are the most extensive offered by any American orchestra today, providing free comprehensive music education to every first- through fifth-grade student in the San Francisco public schools, and serving more than 75,000 children, students, educators, and families annually. The SFS has won such recording awards as France's Grand Prix *du Disque* and Britain's Gramophone Award, as well as 15 Grammy Awards. In 2004, the SFS launched the multimedia *Keeping Score* on PBS-IV and the web. In 2014, the SFS inaugurated SoundBox, a new experimental performance venue and music series located backstage at Davies Symphony Hall. SFS radio broadcasts, the first in the nation to feature symphonic music when they began in 1926, today carry the Orchestra's concerts across the country.

Pursuant to the San Francisco Fair Chance Ordinance, the San Francisco Symphony will consider for employment qualified applicants with arrest and conviction records.

The San Francisco Symphony is an Equal Opportunity Employer.