



**Digital Producer
Creative**

Work Status:	Full-Time Regular	Payroll Type:	Non-Exempt
Location of Job:	Davies Symphony Hall San Francisco, CA	Salary:	\$71,890.00
Schedule:	Monday - Friday, some weekends	Regular Hours:	9:00am - 5:00pm, some evenings
Reports To:	Creative Director	Supervisory:	No

JOB SUMMARY

The Digital Producer is responsible for the creating, updating, and deploying all digital marketing and communications materials for the San Francisco Symphony’s e-comms and online platforms. Reporting to the Creative Director, the Digital Producer will have a solid knowledge of CMS and ESP systems and be adept at fostering strong relationships across the organization, working closely with a range of internal stakeholders. The successful candidate will be detail-oriented with a passion for all things relating to digital design, a keen knack for multi-tasking, an inherently collaborative nature, and an unshakable positive attitude.

RESPONSIBILITIES

DIGITAL EXECUTION (75%)

- Working within our CMS system, create, update, proof and publish webpages for all SFS digital properties, including new season builds and on-sale dates, regular artist, and program updates, uploading ancillary assets (podcasts, PDFs, graphics, etc.) and form building
- Utilize SEO best practices to clean up webpage links and properly archive all expired pages
- Create shortlinks and tagged URLs for specific campaigns, paid digital media and e-mails
- Provide analytics and recommendations to improve engagement on a case-by-case basis
- Create, proof, deploy and archive all e-comms within our ESP, ensuring the accuracy of all mailing lists and their segmentations
- Help with the strategy of digital content creation on website to ensure the best digital experience for patrons
- Always be on top of UX (User Experience) best practices to ensure the user experience is simple and easy while reflecting known preferences of individuals and marginalized groups around self-identification and culturally specific descriptions.

- Manage site readiness for marketing campaigns: Work with internal partners to ready the site for upcoming campaigns (summer, new season, etc.)
- Where unique landing pages are desirable, identify assets and create layout solutions
- Manage and update in-hall display and exterior façade

PROJECT MANAGEMENT (15%)

- Partner with key stakeholders to create and oversee schedules for all digital deliverables and updates, including digital ads, web updates, e-comms and social, ensuring appropriate distribution of time and resources
- Working with the Project Management team, manage, prioritize and schedule all incoming requests for digital deliverables and web updates, ensuring timely and accurate delivery and deployment
- Oversee proofing process to internal and external stakeholders to ensure accuracy of all materials

OTHER (10%)

- Conduct job functions and activities in alignment with the principles of the SFS's Diversity, Equity, and Inclusion (DEI) work, and support the organization's DEI work through participation in working groups and other initiatives as possible.
- Proofread all digital marketing materials, including regular e-comms, digital ads and web pages.
- Assist with staffing events, free concerts, program production, etc. as necessary
- Regularly attend SFS concerts and events
- Other duties as assigned
- Staying current on new technology and code to ensure the progressive future of the new SF Symphony web site.

QUALIFICATIONS

- The successful candidate will have high level of energy, be goal-oriented, and have the initiative to manage multiple projects simultaneously in deadline-driven environment.
- Minimum of three years' experience preferred.
- Experience working with CMS platforms and ESPs. Knowledge of WordFly and Kentico are a plus.
- Working knowledge of digital production tools, including: Google Analytics, Amazon S3, OneNote, Asana, Ziflow, Orange Logic, Tessitura.
- Strong computer and organization skills and exceptional communication skills required.
- Detail-oriented with excellent proofreading skills.
- Experience working in a marketing department preferred.
- Dedication/passionate about non-profits, performing arts or music/orchestra. Knowledge of classical music a plus.
- Sense of humor, balanced work/life approach, creative, and positive, with a can-do attitude are desirable attributes.

APPLICATION INSTRUCTIONS

To apply, please visit our website at 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.

VALUES STATEMENT

The San Francisco Symphony is committed to cultivating an environment of inclusion, equity, and diversity for our staff, musicians, patrons, and community. As leaders and innovators of our inherited tradition of orchestral music, we acknowledge our responsibility to identify and dismantle the oppressive barriers that we have historically maintained. We resolve to hold ourselves accountable, devote resources, and embrace change by centering racial equity and listening to and learning from marginalized voices.

We recognize that this is an ongoing, sometimes uncomfortable practice, and continue to learn and evolve. We welcome applicants who are enthusiastic to join us on this journey.

ORGANIZATIONAL PROFILE

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 2020–21 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its twelfth Music Director and embarked on a new vision for the present and future of the orchestral landscape. This exciting artistic future builds on the remarkable 25-year tenure of Michael Tilson Thomas as the San Francisco Symphony’s Music Director. Tilson Thomas continues his rich relationship with the Symphony as its first Music Director Laureate. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony have introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joins with Salonen and the San Francisco Symphony to chart a new course of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

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 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 San Francisco Symphony’s recordings have won such awards as France's Grand Prix du Disque and Britain's Gramophone Award, as well as 16 Grammy Awards. San Francisco Symphony 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. In 2004, the SFS launched the multimedia Keeping Score on PBS-TV and online and in 2014, the San Francisco Symphony inaugurated SoundBox, an experimental performance venue and music series located backstage at Davies Symphony Hall. February 2021 saw the launch of SFSymphony+, the San Francisco Symphony’s on-demand video streaming service. For more information, visit sfsymphony.org.

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.