



POSITION DESCRIPTION

Position Title: Marketing & Communications Specialist

Status: Full-Time/Exempt

Reports to: Vice President of Marketing

Position Summary:

The Jacksonville Symphony is seeking a Marketing & Communications Specialist as an important addition to the marketing team. The successful candidate will continuously deliver high-quality print and digital content to support sales growth and positive public relations, while driving audience engagement and brand awareness.

Specific duties and responsibilities include

- Write and create compelling and engaging content using multiple digital media formats, including social media, digital advertising, email, internal digital displays, press releases, brochures, and more.
- Conceptualize print, email, and digital collateral; strategize and design paid social campaigns with a targeted, data-driven approach. Develop and implement organic social media initiatives to support paid campaigns and elevate the public profile of the Jacksonville Symphony while increasing engagement across all platforms.
- Collaborate with marketing team to plan, create, and maintain seasonal content and engagement calendar.
- Obsession with data and optimizing campaign performance.
- Ability to write 'in voice' and maintain consistency throughout communications. Keen understanding of how to engage multiple audiences and create inspiring, lively, fun, creative content.
- Proficiency using design and editing tools for email and social media (Canva, WordFly.)
- Ability to build relationships and engage with musicians, patrons and team members to create an ongoing funnel of content that achieves the Jacksonville Symphony's strategic business goals.
- Comfortable taking ideas from concept to launch.

Traits and Characteristics

- Highly organized and proactive, with exceptional communication skills.
- Works with a sense of ownership, urgency, and accountability.

- Positive, team-player who acts with integrity and a sense of purpose.
- A sense of humor is a must!

Qualifications

- Bachelor's Degree is required with 2-3 years verifiable experience in related field (Marketing/Communications, Journalism, Digital Media.)
- Ability to provide writing and content samples upon request.
- Symphony or other performing arts experience preferred.

Compensation and benefits

A competitive salary and comprehensive benefits package, including health insurance, 403-B plan, generous vacation and holiday days, parking, complimentary tickets are included.

Diversity, Equity, and Inclusion

The Jacksonville Symphony is an equal opportunity employer and does not discriminate on the basis of age, race, sex, color, religion, national origin, disability, military status, sexual orientation or any other status protected by applicable state or local law.

Application process

Submit a cover letter and resume to: Tori Fusinaz, Vice President of Marketing at HR@jaxsymphony.org. Put "Marketing" in subject line. Note: All employees of the Jacksonville Symphony must be fully vaccinated for the COVID-19 virus.

About the Jacksonville Symphony

Our mission is to enrich the human spirit through symphonic music.

As Music Director Courtney Lewis begins his seventh season on the conductor's podium, the Jacksonville Symphony celebrates the 2021/22 season that promises another year of exemplary symphonic music. Each season, the Symphony reaches over 135,000 individuals through almost 100 performances in Jacoby Symphony Hall and communities throughout Florida. The Jacksonville Symphony is also committed to the creation of original music and has embarked on an ambitious plan to commission five original compositions between the 2021/22 and the 2023/24 seasons.

The Jacksonville Symphony is one of Northeast Florida's most important cultural institutions. Founded in 1949, the Symphony now enjoys a national reputation, regularly heard on more than 250 public radio stations across the country on *Performance Today*. Combined with performances aired on Jacksonville's public radio station WJCT and the organization's continually growing streaming program, the Symphony reaches over 60,000 individuals through these digital channels. The Symphony's performance home, Robert E. Jacoby Symphony Hall, is an acoustic gem and offers an intimate and acoustically superior concert experience. Each year thousands enjoy the Symphony's performances both at Jacoby Symphony Hall in the Times-Union Center for the Performing Arts and at venues located throughout the state of Florida.

The Symphony is a crucial leader in the community for music education, serving four county school districts and over 35,000 students. In addition to offering free tickets to children under the age of 18 for selected *Florida Blue Classical* concerts, and other special youth pricing, there are several programs to foster music education.

Led by Symphony Assistant Conductor Daniel Wiley, the Jacksonville Symphony Youth Orchestras (JSYO) serves more than 300 talented musicians from all over Northeast Florida. The six levels of ensembles enable the JSYO to serve the needs of all musicians with individualized, ability-specific instruction. JSYO enriches orchestral instruction by guiding young musicians with quality musical instruction, improving skills and maintaining the highest standards. In June 2018, the Jacksonville Symphony Youth Orchestras embarked on its first national tour as one of only three student orchestras invited to perform in the Los Angeles International Music Festival at Walt Disney Concert Hall.

Over the years, the Jacksonville Symphony has hosted some of the most renowned artists of the music world including: Isaac Stern, Benny Goodman, Duke Ellington, Marilyn Horne, Luciano Pavarotti, Itzhak Perlman, Kathleen Battle, Mstislav Rostopovich, Audra McDonald, Joshua Bell, Lang Lang, Alisa Weilerstein, Branford Marsalis , Renée Fleming and Jean-Yves Thibaudet.

10/26/2021