

**Position Title:** Digital Marketing Manager

**Reports to:** Vice President of Marketing/CMO

### Position Summary

The Jacksonville Symphony is seeking a Digital Marketing Manager as an important addition to the marketing team. The successful candidate will develop, implement, and oversee digital marketing, performance streaming and communications efforts by delivering high-quality digital content to support revenue growth, streamline efficiencies, drive audience engagement, and brand awareness. High degree of creativity required with preference to candidates with graphic design, video and photography proficiencies.

### Duties and Responsibilities

- Manage and update Jacksonville Symphony website, collaborating cross-departmentally to maintain content and optimize user experience.
- Produce and manage all Jacoby Symphony Hall live stream and recorded performances, as well as promotional and institutional video content.
- Create compelling and engaging content using multiple digital media formats, including social media, digital advertising, web, internal digital displays, and more.
- Collaborate with artistic production team to source audio, video and static files for creation of broadcast and digital assets.
- Collaborate with box office/ticketing to ensure timely delivery of website updates, messaging and seamless patron communications.
- Develop and maintain an archive of audio and video resources to support the development of materials for the entire organization.
- Collaborate with marketing team to plan, create, and maintain seasonal content and engagement calendar.
- 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.
- Adopt and maintain Symphony brand persona and voice to engage multiple audiences and create approachable, creative content.
- Build relationships and engage with musicians, patrons, and team members to create an ongoing funnel of content that achieves the Jacksonville Symphony's strategic goals.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Continuously track industry trends and brainstorm new and creative growth strategies.

## Traits and Characteristics

- Understands web and digital media metrics and best practices
- Able to work with colleagues at all levels to develop marketing goals and evaluate results
- Creative problem solver and strategic thinker who is self-motivated and able to work collaboratively.
- Highly organized and proactive, with exceptional communication skills.
- Detail-oriented with a passion for strategic analysis.
- Works with a sense of ownership, urgency, and accountability.
- Innate interest in social media and passion for creative interaction and engagement.
- Positive, team-player who acts with integrity and a sense of purpose.
- Comfortable taking ideas from concept to launch.
- A sense of humor is a must!

## Qualifications

- Bachelor's Degree is required with 2-3 years proven experience in related field (Marketing/Communications, Graphic Design, Digital Media.)
- Symphony or other performing arts experience preferred. (Tessitura/TNEW)
- Ability to provide writing and content samples upon request.
- Proficient using design and editing tools for video, digital, and social media efforts (Adobe Suite).
- Proficient using content management systems (Wordpress, Hootsuite).

## Compensation and Benefits

A competitive salary and comprehensive benefits package, including health insurance, 403-B plan, generous vacation and holiday days, parking, and 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/CMO: [HR@jaxsymphony.org](mailto: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 Symphon

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 one hundred 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 Jacksonville 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 eighteen 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.