

||: ProMusica

CHAMBER ORCHESTRA
DAVID DANZMAYR, MUSIC DIRECTOR

Job Title: Digital Content Coordinator

Type: Full Time

Organization: ProMusica Chamber Orchestra

Position Opportunity:

ProMusica Chamber Orchestra seeks an enthusiastic, highly motivated, and driven marketer who is passionate about social media and the arts, to support the organization's marketing and communication initiatives. The role requires a strategic thinker with an eye for design, passion for creative storytelling through digital content, and a curiosity for data analysis to help drive goals of increasing attendance, awareness, and engagement for the organization. Reporting to the Director of Marketing, this position serves as the social media manager and primary content creator and assists with additional production and day-to-day needs within the Marketing department.

Core Responsibilities:

Digital Media

- Manage and oversee all social media accounts (Facebook, Instagram, YouTube, TikTok), including planning, content creation, implementation, and scheduling
- Coordinate with internal and external teams to plan and execute both organic and paid social media campaigns
- Collaborate across all departments to plan and create high-quality, engaging, and compelling content including social media posts, Instagram Reels, YouTube videos, blog posts, graphics, and more
- Plan and execute mass email marketing campaigns
- Work closely with contracted partners to facilitate digital advertising campaigns
- Maintain content and manage updates for ProMusica's website
- Identify opportunities to expand digital marketing efforts to help achieve goals

Other Duties

- Conduct regular reporting and analyze clear metrics to evaluate the impact of organic and paid digital and social media. Regularly monitor and share platform data analytics to support strategic marketing decisions and goals.
- Attend ProMusica concerts, events, and activities to capture content and promote engagement online
- Other general administrative duties as required

Qualifications:

- Bachelor's degree preferred and proven experience in social media management, as well as marketing and communications or video production and photography
- Experience in content creation and engaging storytelling for various digital media platforms and formats
- Excellent written and verbal communication skills with strong attention to detail
- Knowledge of design principles and experience working with Adobe InDesign, Photoshop, and Canva

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- Strong video editing skills for both short and long form video content utilizing various apps and Adobe Premiere Pro
- Photography and videography skills are a plus
- Dependable with strong project management skills
- Enjoy working with people
- Comfortable working in a fast-paced, rapidly changing environment
- Knowledge of orchestral and classical music and/or the performing arts is a strong plus
- Flexibility to work outside regular office hours for concerts/events, with reliable access to a vehicle for transportation needs

To Apply:

Please email a cover letter, resume, and 2-3 work samples (including at least one video sample and one design sample) to Brittany Lockman, Director of Marketing, at blockman@promusicacolumbus.org. No phone calls, please. Applications will be accepted until the position is filled.

About ProMusica:

ProMusica is 37 musicians from all over the country who are redefining what it means to be a chamber orchestra. Led by Music Director Danzmayr and Creative Partner, renowned violinist Vadim Gluzman, our vision is to engage, inspire, and connect people to the world around them through the joy of ProMusica. The orchestra both honors the classical traditions and champions the contemporary, with a deep commitment to new works, commissions, and premieres. www.promusicacolumbus.org

ProMusica does not discriminate in its employment decisions on the basis of race, color, religion, ancestry, age, sex, gender identity, sexual orientation, marital status, national origin, disability, veteran status, or any other protected class. As an Equal Opportunity Employer, we celebrate diversity and are committed to creating an inclusive and equitable environment for every staff member.