



Position: Communications and Digital Media Manager

Department: Marketing

Reports to: Vice President of Marketing

Status: Full-time, Non-Exempt

JOB DESCRIPTION

The Virginia Symphony Orchestra is seeking a Communications and Digital Media Manager. This position reports to the Vice President of Marketing and works collaboratively with all Virginia Symphony Orchestra (VSO) departments. The employee is responsible for all social media, digital marketing, and public relations activities of the Virginia Symphony Orchestra, with the goal of strategically advancing the VSO's public image through multiple outlets and supporting ticket sales and fundraising efforts. Key areas of responsibility include implementation of comprehensive, integrated social media and public relations plans as well as fostering day-to-day relationships with the media, departmental and institutional writing, and assisting in overseeing the day-to-day activities of the Marketing Department.

Principal Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, email, social media, and display advertising campaigns (Some of which involves managing relationships with external contractors)
- Embrace a data-driven test-and-learn approach to marketing creative, list targeting, and messaging. Report regularly on campaign performance and make recommendations for optimization
- Ensure marketing efforts are properly tracked in Tessitura for effective reporting and uphold overall data
- Determine and manage strategic communications campaigns, in consultation with senior leadership team, that will help further and promote organizational goals. Create community-wide, local, regional, and national awareness about the Virginia Symphony and its role as a community-focused organization.
- Oversee the development of copy for all materials used to support the VSO's marketing, development, education, audience development and public relations goals, including community involvement ads, posters, signs, and electronic media, advertising copy, press releases, program books, newsletters, and special promotions; maintain a shared calendar with this information
- Publicize and promote the Virginia Symphony Orchestra's artistic leadership and musicians. Develop relationships with artists and guests to maximize publicity possibilities; arrange media interviews with guest artists and Orchestra musicians.

- Develop and implement audience development opportunities through special promotions and partnerships with educational institutions, other nonprofits, bars, and restaurants, etc.
- Provide leadership for and participate in concert duty, providing an VSO Marketing presence in the venue lobby or managing photographers and greeting media.
- Conduct quality control on communications. Support all teams with consistency and quality.
- Assist with curation and editing of website content in collaboration with all VSO departments and musicians.
- Serve as spokesperson as needed and provide public information by request.
- Implement internal communications strategies and initiatives that will foster healthy corporate culture (i.e., employee relations/communications collaterals.)
- Create information packets for staff and board to ensure that VSO brand has one voice and brand consistency
- Assist senior leadership in responding to crises, current events, or challenging issues quickly and professionally
- Manage press tickets
- Manage and cultivate the VSO's corps of volunteers
- Manage operations of the VSO's portable Gift Shop
- Other duties as assigned

Desired Qualifications and Requirements

- Bachelor's degree in public relations, communications, marketing, music, or liberal arts preferred. Knowledge of classical music repertoire preferred. Equivalent combination of education/training and experience may be considered
- Outstanding verbal and written communication skills required
- Excellent interpersonal, critical thinking, written, and verbal communications with the ability to function at a high level of productivity in a fast-paced, high-energy environment
- High level of proficiency in all aspects of MS Office, Google Drive, Facebook, Instagram, TikTok
- Intermediate level of proficiency with photo, image, and video editing
- Enthusiastic self-starter, with the ability to inspire others and lead in the development, implementation, and monitoring of a comprehensive communications plan
- Understanding of branding, corporate identity, and visual design acuity
- Ability to think and solve problems creatively, and to create compelling stories
- Significant knowledge of and ability to integrate social and digital media into communications efforts
- Thorough understanding of existing and emerging best practices and best fit models in communications, especially those specific to the performing arts
- Must have an ability to articulate and achieve goals of increasing engagement with new audiences
- Some night and weekend work is required to perform the essential functions of the job at concerts and other media events
- Reliable transportation is required

Other Details

Compensation: \$40,000 annually, plus excellent benefits, including health insurance and leave

This is a traditional in-office position. Office hours are Monday – Friday, 9am – 5pm. Hours may be amended on weeks that include concert duty.

To Apply

Please send cover letter, resume, three (3) diverse writing samples, and reference information to Smith Williams, Vice President of Marketing, at swilliams@virginiasymphony.org – Please use the subject line: Communications and Digital Media Manager + your name. This position is open until filled.

Writing samples should be 300-1,000 words. Samples written by AI will not be accepted.

VSO Statement on Attracting Candidates from All Backgrounds

Equity, Diversity, and Inclusion are music to our ears! The Virginia Symphony Orchestra is an Equal Opportunity Employer committed to increasing diversity among our applicant pool, our musicians, our staff, our board of directors, and in our program offerings. We strongly encourage people from all backgrounds, especially Black, Indigenous, and all People of Color, as well as people with non-traditional experience and educational backgrounds, to apply for this position.