



OREGON  
SYMPHONY®

DAVID DANZMAYR, MUSIC DIRECTOR

## OREGON SYMPHONY

### Position Description

<b>Position Title:</b>	<b>Social Media Manager</b>
<b>Department:</b>	Marketing
<b>Reports To:</b>	Director of Marketing
<b>Direct Reports:</b>	n/a
<b>FLSA Status:</b>	Full time, exempt
<b>Prepared By:</b>	Blake Argotsinger
<b>Prepared/Reviewed:</b>	May 18, 2023
<b>Approved By:</b>	Russel Kelban
<b>Approved Date:</b>	<b>May 18, 2023</b>

### **Social Media Manager**

The Social Media Manager is an experienced and highly motivated, creative individual with a passion for creative storytelling and connecting with current and future Oregon Symphony patrons. That passion comes through storytelling and engagement with patrons on a daily basis, with the ultimate goal of converting new and infrequent concertgoers into loyal patrons (i.e. multi-ticket buyers and subscribers) and sustaining strong engagement with the current patron base. The Social Media Manager is also responsible for keeping the brand relevant and top of mind through innovative storytelling and regular, relevant content on social media.

The Social Media Manager will manage digital content as it relates to branding and promotions and administer the Oregon Symphony's social media marketing campaigns, online community presence, and reoccurring patron eNewsletters. Reporting to the Director of Marketing, the Manager plays a key role in the strategy and creation of social content linked to sales, engagement, and branding.

**Essential Duties and Responsibilities:** Include the following. Other Duties may be assigned.

- Develops, curates, and executes social media content strategy through market research, best practices, content testing, and partnerships.
- Captures and creates exciting, engaging original social media content (including concert photography and media capture as needed) in alignment with strategy for channels including Instagram, Facebook, Twitter, Tik Tok, and LinkedIn, as well as any channels which are opportunistic or become industry-standard in the future.
- Directs social media influencer appearances, campaigns, and partnerships as well as establish local brand partnerships for cross-promotions and ticket giveaways to fit key objectives, e.g. expanding/diversifying Oregon Symphony's social media following and patron base, and to convert followers to concert attendees.
- Suggests content for paid social ads and writes copy for a cohesive voice across paid and organic social.
- Creates and maintains a regular publishing schedule.

- Implements an editorial calendar to manage posting content and plan specific, timely marketing campaigns.
- Leverages social media channels to fuel customer retention and mobile engagement efforts.
- Supports the Director of Marketing with social media projects and partners with the Marketing Manager to apply digital strategies that help achieve agreed upon marketing goals.
- Responds to patron inquiries and comments.
- When necessary, works with 3<sup>rd</sup> party vendors for data analysis and best practices.
- Monitors social media activities/strategies by other leading arts orgs.
- Maintains consistent contact with digital colleagues across other leading arts institutions for identifying latest trends/strategies, technology for data gathering/measurement/project management and identify best practices.
- Direct/manage digital marketing interns (when OSA engages with such programs).
- Attends meeting with external digital media agency and collaborates with the team to suggest and implement new ideas based on learnings.
- Leads digital specific brainstorming sessions with key marketing roles quarterly to discuss new digital initiatives.
- Generates monthly reports on key metrics and learnings with month over month and year over year data presented to the marketing department.
- Presents end of season results to senior management
- Sets agreed upon metrics for growth across all platforms with Director of Marketing and Vice President yearly and keeps track of growth.
- Works with Director of Marketing to determine budget for leveraging organic social content into paid campaigns that complements and works alongside any paid advertising for specific campaigns.
- Directly responsible for generating the reoccurring patron eNewsletters as well as reporting on key performance metrics.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** Bachelor's degree (B. A. or B. S.) from four-year college or university and a minimum of 2 years of relevant work experience in social media and/or content creation
- **Language Skills:** Excellent writing, editing and proofreading skills. Ability to read and interpret documents. Ability to speak effectively before groups of patrons or employees of organization.
- **Mathematical Skills:** Ability to budget and forecast with accuracy and to calculate figures and amounts such as discounts, percentages, etc.
- **Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.
- **Computer Skills:** Experience with project management software tools (ASANA), Excel spreadsheet experience; experience with Google Analytics and Facebook ad Manager;

working knowledge of Microsoft Office software; ability to quickly learn and use new software; Familiarity with social media publishing platforms, analytics and monitoring tools (such as Later, Hootsuite and Google Analytics) is required. Experience in creating digital content utilizing tools such as Adobe Creative Suite, Canva, Instagram, Facebook.

- **Certificates, Licenses, Registrations:** None required

#### **Job Type:**

This position is currently operating in a hybrid-remote work environment, with in-person events required. The Manager is responsible for providing internet access in a remote environment.

#### **OTHER QUALIFICATIONS:**

Team player. Flexibility to work evenings and weekends as needed, especially to capture content. Passion for live symphonic music and sense of humor required.

**COMPETENCIES:** To perform the job successfully, an individual should demonstrate the following competencies:

- **Problem-Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; works well in group problem-solving situations; uses reason even when dealing with emotional topics.
- **Project Management** - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.
- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **Interpersonal Skills** - Maintains confidentiality; remains open to others' ideas and tries new things.
- **Communication** - Speaks and writes clearly and informatively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings; presents numerical data effectively; able to read and interpret written information.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Quality Management** - Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.
- **Business Acumen** - Demonstrates knowledge of market and competition; works within approved budget; contributes to profits and revenue; conserves organizational resources.
- **Ethics** - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; promotes a harassment-free environment; observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

- **Judgment** - Exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Motivation** - Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; takes calculated risks to accomplish goals.
- **Planning/Organizing** - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.
- **Professionalism** - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.
- **Quality and Quantity** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality; meets productivity standards; completes work in timely manner.
- **Adaptability** - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with change, delays, or unexpected events.
- **Dependability** - Is consistently at work and on time; follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals.
- **Initiative** - Takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- **Innovation** - Meets challenges with resourcefulness; generates suggestions for improving work.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is frequently required to talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

If you are interested in the position, please submit a cover letter and resume to [careers@orsymphony.org](mailto:careers@orsymphony.org). No phone inquiries, please.  
Position is open until filled.

The Oregon Symphony is an equal opportunity employer and is committed to diversity, equity, and inclusion in all facets of the organization. We seek to develop a diverse candidate pool and welcome nominations and applications from all qualified candidates regardless of race, gender, sexual orientation, age, disability, religion, or national origin.