



Sarasota Orchestra Job Description

Job Title: Digital Marketing Graphic Designer
Department: Marketing
Reports to: Graphic Design Manager
Classification: Full time; Salaried, Exempt
Supervises: None
Location: Sarasota, FL

GENERAL SUMMARY

The Digital Marketing Graphic Designer creates visual content for digital platforms, coordinates digital advertising with an outside agency, and performs cross-platform design projects to advance Sarasota Orchestra's mission and brand.

RESPONSIBILITIES

- Develop and design digital advertising and social media graphics placed by our outside agency. Project management responsibilities to enable digital campaigns.
- Create captivating motion graphics and short animations for digital advertising, and video editing for our social media and web platforms.
- Maintain metrics on initiatives for the marketing department dashboard and analytics, in collaboration with outside agency.
- Perform graphic design projects for print advertising, printed pieces and digital platforms for concert ticket sales, youth education, Sarasota Music Festival and Development (fundraising) initiatives, under supervision of Graphic Design Manager.
- Create impactful PowerPoint presentations in support of organization's mission.
- Maintain and archive all projects in the department's project management software Basecamp.
- Support community marketing events and attend concerts as necessary to support marketing team initiatives.
- Perform other relevant duties and additional projects as assigned from time to time as necessitated by the Marketing department and business needs.



QUALIFICATIONS

- Bachelor's degree in graphic design, digital design, multimedia or related disciplines.
- 1-year of professional experience in digital design, or relevant internships with a portfolio of professional samples.
- Proficiency in Adobe Creative Suite, primarily InDesign, Photoshop and Premiere Pro, as well as the Microsoft Office Suite (especially PowerPoint). Familiarity and proficiency with other industry-standard design tools for video and animation production.
- Detail-oriented with strong communications skills.
- Ability to flourish in a team-oriented culture.
- Knowledge of classical music helpful.
- Ability to work productively in a hybrid work environment.

Physical Requirements:

While performing the duties of this job, the employee is regularly required to talk, hear, sit, stand, walk, and use hands to finger, handle or feel. The worker is required to have visual acuity to perform an activity such as preparing and analyzing data and figures, and viewing a computer terminal. This position requires the ability to occasionally lift and/or move up to 20 pounds.

Working Conditions:

The job operates in a professional environment including office and performance hall settings. The environment is generally moderate in temperature and noise level. Position requires some in-person office work, with remote work authorized as assigned by Supervisor.

If you are interested in this opportunity with Sarasota Orchestra, please e-mail a cover letter and resume to HR@sarasotaorchestra.org or call 941-487-2704 with any questions you may have. Thank you!

We are an Equal Opportunity Employer.