



Sarasota Orchestra Job Description

Job Title: Social Media and Public Relations Associate
Department: Marketing
Reports To: Chief Marketing and Communications Officer
Classification: Full time; Non-Exempt/Hourly
Supervises: None
Location: Sarasota, FL

GENERAL SUMMARY

Active in facilitating Sarasota Orchestra's connection to the community through three main roles: overseeing social media for Sarasota Orchestra and its programs; sending out press releases and coordinating press engagements; coordinating community outreach activities at events and concerts. Also serves as support for other department staff and for cross training and back-up.

RESPONSIBILITIES

Social Media:

- Coordinates, creates, and implements marketing content for social media. Coordinate with Development, Education, and SMF for cross-departmental needs.
- Coordinate social media engagement, tracking feedback from the platforms.
- Edit video clips for social media and website postings.
- Participate in marketing team analytics meetings to develop, implement, and analyze marketing strategies across digital platforms.
- Implement boosting campaigns on posts under the direction of marketing department management.

Press and Media Engagement:

- Write and distribute press releases about concerts, programs, institutional initiatives, and events.
- Coordinate interviews and on-air engagements with all media for official Orchestra spokespeople and outside guest artists and conductors.
- Post orchestra events on online calendars
- Maintain database of media contacts, and historical tracking of media coverage



- Coordinate library of images and other assets for internal and external use.
- Maintain archives of department collateral and other relevant materials.

Community Relations:

- Coordinate the Orchestra's presence at public engagement events; attend and represent Orchestra, including Farmers Market and other "SO On the Road" opportunities.

Other duties:

- Provide support and cross training for other department staff as assigned.
- Perform other relevant duties and additional projects as assigned. Duties and responsibilities described herein are not a comprehensive list, and additional job tasks may be assigned from time to time as necessitated by the Marketing department and business needs.

Qualifications

- Bachelor's degree in communications, digital marketing, arts management, music performance or related field.
- Experience with classical music at a college level strongly preferred.
- 1+ years professional experience or relevant internships in marketing coordination with social media experience.
- Experience with public relations and community engagement a plus
- Flexibility to work outside of conventional office hours at concerts and special events.
- Strong planning, coordination and writing skills.
- Ability to work well in a team-oriented culture and detail oriented required.
- Valid Driver's License

Physical Requirements:

While performing the duties of this job, the employee is regularly required to talk, hear, sit, stand, walk, bend, kneel, use hands & finger, handle or feel, and reach above the head with hands and arms. The employee is required to have visual acuity to perform an activity such as preparing marketing work and data, visual inspection of material and files, and viewing a computer terminal. This position requires the ability to occasionally lift and/or move up to 15 – 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. At times, the employee may be outside and be subject to environmental conditions including heat and humidity.

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.