



**Title:** Content Producer

**Department:** Marketing and Communications

**Reports To:** Communications Director

**Status:** Exempt

### **THE BALTIMORE SYMPHONY ORCHESTRA**

For over a century, the BSO has been recognized as one of America's leading orchestras and one of Maryland's most significant cultural institutions. As the largest cultural institution in Maryland, the BSO is internationally recognized and locally admired for its innovation, performances and recordings, and educational community initiatives including OrchKids. Launched in 2008, OrchKids provides children educational resources and fosters social change through the power of music.

### **JOB SUMMARY**

Flexing between longer form thought pieces and short, sizzle trailers, the Content Producer generates a range of editorial and informative digital content including interviews, trailers, and editorial content pieces.

With skills in video and audio production, the Content Producer captures events, footage, and interviews for usage. Also, develops/produces short videos and recordings for digital marketing for usage on digital channels and social media channels, including editorial and advertising trailers. We are seeking someone creative and versatile for this busy role.

The Content Producer works closely with the Marketing and Communication team across the business to deliver content that is powerful and memorable while remaining on-brand. The Content Producer also needs to work collaboratively with other departments to secure the content that will ultimately capture audience's interest.

This person must be adept as an interviewer and sensitive to the artistic process, as well as a collaborative self-starter who can work autonomously to proactively solve problems. Of course, scrupulous attention to detail, an ability to respond swiftly, oversee quality control, and hit all deadlines is non-negotiable.

The Content Producer will enjoy daily variety, a positive environment, and the opportunity to work in an organization full of creative and innovative minds, surrounded by people who love what they do.

## **KEY RESPONSIBILITIES**

### **Content strategy and production**

- Organize and conduct interviews through the artistic team for artists and other relevant subjects per Marketing and Communication plans.
- Research content for shows in consultation with the Marketing team and production directors.
- Source images to accompany content, ensuring all copyright obligations are met.
- Align to BSO brand guidelines, ensuring all content complies with the relevant brand and style guidelines and serves BSO vision and strategic goals.
- Skilled in project management to orchestrate successful shoots, ensuring all elements come together seamlessly.
- Build/organize content library of content pieces, interviews, videos and long-form editorial pieces that can be used across key media channels (paid, earned, and owned).

### **Video and audio production**

- Shoot and edit short videos for social media and digital channels.
- Inspire and manage the briefing process for advertising trailers with the creative team, working closely with designers, videographers, and editors.
- Proficient in seamlessly mixing musical pieces to create dynamic and captivating music beds.
- Manage the post-production workflow to ensure content pieces are delivered to the Marketing team on time and on budget.

### **Digital Asset Management**

- Develop and maintain a Digital Asset Management system in conjunction with the Social Media Manager to ensure efficient access to and utilization of photography, video, and archival creative files.

### **Relationship and Project Management**

- Key service role in the Marketing department, contributing to the collaborative working style of the team.
- Ability to set up effective processes and infrastructure that provide both flexibility, transparency, and efficacy for content production for the organization.
- Take an active role and provide recommendations and input in the process of collaborating with internal stakeholders, graphic designers, outside agencies or freelancers, particularly in creation of BSO's Season marketing materials.
- Undertake content creation, and provide advice, ensuring effective liaison and collaboration with BSO staff at all levels, including Public Relations, Advancement, Education, Artistic, Production, the Executive office, and more.
- Be an active participant in the Marketing and Communication departments and have ability to work and manage cross-functionally to provide support to other departments to shoot/generate content.

## **REQUIREMENTS**

- Minimum 3-5 years of experience in content production, communications, or journalism with writing and editing skills.
- Performance photography and videography.

- Expert in Adobe Creative Suite on Mac (InDesign, Premiere, Audition).
- Strong client service orientation and planning skills.
- Excellent interpersonal, communication, and relationship management skills.
- Ability to understand and take direction and delivery against goals while also having a consultative collaborative style that works well with team members and internal clients.
- Strong technical and project management skills.
- Video production and editing skills with experience developing advertising trailers.
- Excellent ability to interpret research and creatively concept content solutions that support the needs of the project.
- Proven experience in creating a wide range of content, e.g., sizzle reel, short trailers, video ads, long form interviews, web content, video content, audio/podcasts.
- Self-starter, collaborative, creative, and resourceful.
- Confident and sensitive interviewing skills.
- Interest in classical music and other related genres.
- Proven experience in managing multiple simultaneous projects in a quick-turnaround, fast-paced working environment.
- Audio/Video recording and editing skills.
- Event duty, evening hours, and travel to other markets as required.
- This position supports and works closely with the VP of Growth Marketing and the VP of Loyalty Marketing.

## **HOW TO APPLY**

**Please submit a cover letter, resume, and salary requirements to [MarketingJobs@BSOmusic.org](mailto:MarketingJobs@BSOmusic.org) by Friday, May 31, 2024.**

*The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods, or otherwise to balance the workload.*

## **THE BALTIMORE SYMPHONY ORCHESTRA IS AN EQUAL OPPORTUNITY EMPLOYER**

The Baltimore Symphony Orchestra and OrchKids do not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, differing physical abilities, genetic information, age, parental status, military service, or other non-merit factors.

## **MORE INFORMATION ABOUT THE BALTIMORE SYMPHONY ORCHESTRA**

The Baltimore Symphony Orchestra performs annually for more than 275,000 people throughout the State of Maryland. Since 1982, the BSO has performed at the Joseph Meyerhoff Symphony Hall in Baltimore, and since 2005, with the opening of The Music Center at Strathmore in North Bethesda, MD, the BSO became the nation's first orchestra performing its full season of Classical and Pops concerts in two metropolitan areas.

In July 2022, the BSO once again made history with its announcement that Jonathon Heyward would succeed Music Director Laureate and OrchKids Founder Marin Alsop as the Orchestra's next Music Director. Maestro Heyward began his inaugural season in September 2023.

The Baltimore Symphony Orchestra is a proud member of the League of American Orchestras.

More information about the BSO can be found at [BSOmusic.org](https://www.bso.org).