



Job Title: Social Media Manager
Department: Marketing and Communications
Reports To: Director of Communications
Status: Exempt

THE BALTIMORE SYMPHONY ORCHESTRA

For over a century, the Baltimore Symphony Orchestra (BSO) has been recognized as one of America's leading orchestras and one of Maryland's most significant cultural institutions. The orchestra is internationally renowned and locally admired for its innovation, performances, recordings, and educational outreach initiatives including OrchKids.

JOB SUMMARY

The Social Media Manager is a writer, storyteller, and content creator for Baltimore Symphony Orchestra (BSO) to support the BSO productions for advertising and sales, as well as generating institutional stories that increase awareness and strengthen the positioning of the brand. The main aim of this role is to create content aligned to the Marketing and Communications/PR strategy and to produce content that illuminates, inspires, and entertains through content used across the social channels and platforms.

The Social Media Manager plays a pivotal role in shaping and executing our social media strategy across various platforms. This role is instrumental in expanding our online presence by growing and engaging our online community, sharing compelling stories about our brand, promoting our performances, nurturing sponsor relationships, and enhancing customer satisfaction. Must be a creative storyteller with multi-platform content creation skills able to create and implement strategies, performance-specific promotion, and on-going marketing programs to ensure optimum sales results.

This position works in partnership with the Content Specialist; direct support of the Growth Marketing VP and Communications Director; and cross-functionally with the organization, as well as corporate sponsorship coordination.

RESPONSIBILITIES

- Manage and oversee the BSO's official social media platforms, including Facebook, Twitter, Instagram, YouTube, TikTok, and LinkedIn, while staying abreast of other major platforms relevant to diverse communities (e.g., WeChat, KakaoTalk).
- Collaborate closely with the Marketing and Communications team to develop innovative ideas and campaigns that align with our season, performances, sponsors, and overall brand.

- Translate the BSO's overall mission and revenue objectives into actionable social media strategies and content plans, ensuring alignment with organizational goals.
- Plan and manage a content calendar with a forward-looking approach, ensuring content is scheduled well in advance while maintaining flexibility to accommodate spontaneous content creation in response to current events or relevant developments.
- Monitor, analyze, and measure the performance of social media content, leveraging insights to iterate and optimize strategies, and providing regular social performance reports.
- Foster the growth of the BSO's online community by actively engaging with followers, maintaining brand consistency, and facilitating meaningful conversations.
- Identify and engage with influencers whose values align with the BSO's brand and strategy to amplify messaging and reach new audiences.
- Establish and enforce social media guidelines and standards, conduct data analysis, and provide customer support as needed.
- Translate the BSO's overall mission and revenue objectives into actionable social media strategies and content plans, ensuring alignment with organizational goals.
- Collaborate with various departments, including education and OrchKids, to develop content strategies that align with the BSO's overarching brand goals.
- Work collaboratively with strategic partners and sponsors to create compelling social media content that aligns with mutual objectives.
- Seize opportunities to leverage current trends and cultural moments for community relevance.
- Also manage the BSO's printed and digital publications, including the bimonthly program magazine *Overture*, overseeing production schedules and editorial processes in collaboration with external partners like Baltimore Magazine.
- Develop and maintain a Digital Asset Management system in conjunction with the Content Producer to ensure efficient access to and utilization of photography, video, and archival creative files.
- Event duty, evening hours, and travel to other markets as required.

CORE COMPETENCIES

- Ability to adapt story or content that will resonate with the audience on each channel.
- Proactive, resourceful, and curious about industry trends and audience's interest.
- Organized multitasker with strong time management.
- Collaborative team player with stellar interpersonal skills.
- Proficiency in Adobe Creative Cloud, CapCut, ChatGPT, Canva and social media tools as well as other Artificial Intelligence tools, a plus.
- Working knowledge of analytics software (Google Analytics, Sprout Social).
- Proficient with capturing photography and videography for social content.

ADDITIONAL DETAILS

- Experience in live event marketing and ticketing environment preferred.
- Work closely with various departments and corporate sponsors.
- Open line of communication with musicians' reps and BSO musicians, BSO OrchKids social media manager, and The Music Center at Strathmore social media pages to find collaborative opportunities for story amplification and online growth.

REQUIREMENTS

Bachelor's degree in marketing, communications, journalism, or related field. Minimum of four years of experience in marketing and social media management. Strong marketing, communications, and writing skills are mandatory. Must have flexibility to work evenings and weekends in support of covering concerts and events. Strong interest in classical music preferred. Creative and strategic mindset. Strong team collaborator, highly proactive, strong interpersonal skills.

HOW TO APPLY

Please submit a cover letter, resume, and salary requirements to marketingjobs@BSOmusic.org by Friday, May 31, 2024.

ADDITIONAL INFORMATION ABOUT THE BSO

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.

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.