



255 East Ave LL02
Rochester, NY 14604

Job Title: Content and Digital Marketing Manager

Classification: Full Time Salary

FLSA Status: Non-Exempt

Supervisor: VP of Marketing & Communication

Summary:

The Content and Digital Marketing Manager is responsible for planning, developing, implementing and managing the overall digital marketing strategy for the RPO. The Content and Digital Marketing Manager drives the creation, output and traffic of the RPO's online presence by creating engaging content for social media/Web and email communication that appeals to audiences of all demographics, including core audiences, donors, ticket buyers, prospective audiences and community members.

Duties and Responsibilities:

Include but are not limited to:

1. Create a social media strategy and calendar that dovetails with the overall marketing strategy as created by the VP of Marketing. Manage and implement this strategy on all social media platforms (Facebook, Twitter, Instagram, LinkedIn).
2. Implements tactics aligned with the RPO's overall brand image.
3. Develop and propose online campaigns to increase viewership and followers of social media accounts by 5% each month; create a method of reporting viewership/followers data that tracks month over month for each platform.
4. Project manage the Bravo program book: collect/create content including stake holders' letters, information on repertoire, bios, donor and sponsor lists; manage production of internal ads and take ownership of the proofing and approval process.
5. Create, implement and manage the RPO's email marketing campaigns for all institutional messages.
6. Manage the RPO's website including all organizational updates, artist bios, photos, and videos, to continue to tell RPO's story in an engaging way.
7. Create/post video content for the RPO's YouTube channel.
8. Produce and manage a dynamic streaming series by organizing, collecting, proofing, and finalizing assets for digital streaming concerts.
9. Assist Marketing Manager & VP in creating and managing the RPO's marketing strategic planning.
10. Create program descriptions for each concert to be used in brochures, online and as needed.
11. Collaborate with department heads to write and source content for blogs in connection with all events, and institutional marketing.

12. Recruit staff or musicians for social media takeovers.
13. Works with the VP of Marketing and PR/Communications to discover institutional marketing opportunities and establish the online voice of the RPO re: institutional marketing (non-event related content).
14. Create copy for online, radio, and television advertisements.
15. Manage a small budget aimed at increasing production of high quality video/digital content.
- ^{16.} 16. Assist VP of Marketing in conception, and manage production of institutional collateral materials (brochures, advertisements (print & digital), posters).
17. Collaborates with various department staff creating training content.
18. Build and develop relationships with the RPO Staff, Musicians, and Board that will assist in yielding fruitful content and strategic messaging.
19. Serves as an active, collaborative, and resourceful member of the Marketing Team.
20. Completes all regulatory trainings; i.e. sexual harassment, and workshops as scheduled by the institution.
21. Actively participates in all organizational and departmental meetings determined by the CEO and VP of Marketing.
22. Respond quickly and be proactive about to emails, requests, collaborations and deadlines.
23. Other Duties as assigned.

Supervisory Responsibilities:

This position does not have any supervisory responsibilities.

Language Skills:

High Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills:

Intermediate Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Very High Skills: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills:

Microsoft Programs: Word, Excel, Publisher, Power Point

Email Systems: Outlook, Wordfly (email Marketing)

Social Media: WeVideo(cloud-based video editing), Instagram, Facebook, Twitter, LinkedIn, YouTube

Other: Asana – Project Management, Buffer – Social Media Management, Wordpress – Blogging and Webmaster

Education/Experience Requirements:

Bachelor's Degree and/or a combination of education and 2-3 years' experience in the marketing/digital content arena.

Present a small portfolio of work completed at the college, internship or corporate level.

Specialized Training:

Preferred but not required: Social Marketing Certification, Inbound Marketing, Google Analytics

Knowledge, Skills, and Abilities:

- Must be able to work independently and be self-motivated; creativity and problem solving ability a must.
- Positive attitude, flexibility, teamwork, and attention to detail.
- Strong verbal communication skills and ability to write and speak clearly to capture audience attention
- Strong understanding of how digital marketing channels function
- Knowledge of digital marketing best practices

Work Environment:

Physical Demands

Position frequently stands, walks, uses hands; Regularly sits, talks/hear; Occasionally Reaches with hands/arms, pushes/pulls; Occasionally climbs or balances, stoops, kneels, crouch or crawls, and never taste/smells.

Lift and/or Move

Position occasionally lifts and/or moves 10-50 pounds.

Vision Requirements

Position does not require any special vision requirements.

Work Environment/Exposure Conditions

Position is typically not exposed to weather, unless capturing digital content that is outside. Position is not exposed to vibration, or fumes and is not at risk of electrical shock.

Noise Level

The noise level for this position is moderate. (General office noise) and loud (orchestra performing).

Other Environmental Exposures

Other environmental exposures are not a factor for this position.

It is the policy of the Board of Directors of the Rochester Philharmonic Orchestra to insure that the RPO is serving the entire Greater Rochester community as a culturally astute and engaging civic organization that is committed to modeling and strengthening the anti-racist values of equity, diversity, and inclusion.

Rochester Philharmonic Orchestra, Inc. is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outline by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and internship. The Rochester Philharmonic makes hiring decisions based solely on qualifications, merit, and business needs at the time. For more information, read through our EEO Policy located on our website – employment opportunities.