



PART-TIME MARKETING COORDINATOR JOB DESCRIPTION

Florida Symphony Youth Orchestra (FSYO)

JOB TITLE: Part-Time Marketing Coordinator

REPORTS TO: Executive Director (ED)

JOB SUMMARY: Hours: Flexible Monday - Friday, **Required** - Some Nights and Weekends.

COMPENSATION: Hourly pay, 20-25 hours/week. No benefits at this time.

The duties of the Marketing Coordinator include but are not limited to the following:

Marketing

- Responsible for ensuring brand integrity
- Coordinate the work of freelance designers, copywriters, editors, and web developers as needed
- Manage FSYO's social media presence and maintain various platforms ensuring that information is dynamic, current, and correct while tracking metrics for monthly reporting (Facebook, Instagram, etc.)
- Facilitate the monthly FSYO e-newsletter(s) and occasional email blasts to targeted audience through Constant Contact
- Represent FSYO at in-person outreach at events, one-on-one meetings, and other opportunities as needed. May include planning and coordination of outreach
- Develop and implement sales initiatives aimed at increasing exposure for the orchestra and building the organization's database
- Proven ability to provide direction on creative concepts, as well as develop promotional ideas
- Develop and implement campaigns to expand the orchestra's ticket base
- Assist with and attend all FSYO presented concerts
- Provide a high level of customer service including building strong relationships with members, non-members, donors and other community members
- Respond to inquiries and requests in a timely manner

Communications

- Create clear and concise messaging to be used when speaking, writing about, or presenting FSYO
- Prepare routine correspondence for mailings including announcements to members and their families, newsletters, audition materials
- Maintain online rehearsal and performance calendar communicating with ED, Conductors, and FSYO Members
- Prepare press releases and external communication for promotional opportunities
- Ability to write and edit written and digital communications and professional copy
- Conduct self in a professional and presentable manner when externally representing FSYO

Qualifications

- Ability to
 - organize own work, coordinate projects, set priorities, meet deadlines, and follow-up on assignments with minimum direction
 - work and communicate effectively with people (including coworkers)
 - exercise sound judgment with established guidelines
 - solve problems and deal with a variety of variables
 - work flexible hours/schedule that includes Sunday, early morning, or evening hours
 - solve problems and make decisions independently in a creative and effective manner
 - work with confidential data
- Frequently required to stand, walk, stoop and kneel, and move equipment
 - May be required to lift and/or move up to 40 pounds
- Proficiency in Google Drive, Microsoft Office (Word, PowerPoint, Excel), CANVA, Constant Contact, and Adobe Office Suite
- Strong understanding of social media marketing and some experience using social media channels such as Facebook, Twitter, Instagram, Yelp, YouTube, TikTok, and LinkedIn
- Interest in the arts/orchestra field preferred. Understanding of music and music education is a plus.

Application Procedure: Send resume and with three references and a writing sample to: agoodin@fsyo.org. Remember to include the specific job for which you are applying in the cover letter portion of your application, i.e., "Marketing Coordinator."