



Sarasota Orchestra Job Description

Job Title: Social Media and Public Relations Specialist
Department: Marketing
Reports To: Communications Manager
Classification: Full time; Salaried, Exempt
Supervises: None
Location: Sarasota, FL

GENERAL SUMMARY

This Specialist is active in facilitating Sarasota Orchestra's connection to the community managing social media content and strategy which furthers Sarasota Orchestra and its brand, and attending community outreach activities, events and concerts. Additionally oversees media relations.

RESPONSIBILITIES

Social Media:

- Responsible for developing the organization's social media strategy. Creates, and implements content and photography for social media, including managing the social media calendar. Liaison with Development, Education, and Sarasota Music Festival teams for cross-departmental social media requirements.
- Create and edit video clips for social media and website postings.
- Manage social media engagement, including feedback from all platforms.
- Utilize analytics to finetune and evaluate social media content and initiatives.
- Contribute to marketing team analytics for department dashboard of performance metrics.

Press and Media Engagement:

- In collaboration with our outside communications agency, 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 concerts on online community event calendars
- Maintain database of media contacts, and historical tracking of media coverage



Community Relations:

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

Other duties:

- Performs other relevant duties and additional projects as assigned.

QUALIFICATIONS

- Bachelor's degree in music with marketing coursework, arts administration, communications, marketing or related field.
- Experience with classical music at a college level strongly preferred.
- 1+ years professional experience or relevant internships managing social media initiatives, including independently creating content for an institution. A portfolio of professional posts required.
- Flexibility to work outside of conventional office hours at concerts and special events. Ability to work in office 3-4 days per week.
- Strong planning, photography, 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. 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.

Employee Acknowledgement
& Signature: _____ Date: _____