



JOB DESCRIPTION

JOB TITLE: Digital Marketing and Communications Manager

DEPARTMENT: Marketing and Communications

REPORTS TO: Vice President of Marketing and Communications

POSITION SUMMARY:

The Digital Marketing and Communications Manager proactively manages the ISO's digital media platform including its website, email campaigns, and social media. This role supports, strengthens, and grows the organizational brand, mission, and strategic plan in all communications. This position is responsible for content creation and editing, project management, tracking and reporting results, and working with outside vendors. Successful candidates will identify and implement best practices in online communications and possess exceptional writing, editing, and time management skills. Staying abreast of new technology and finding creative ways to promote the ISO will be critical.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Develop, edit and manage content on ISO's website.
- Formulate and implement social media strategy for the ISO as it relates to concerts, events, audience engagement and customer service issues. Write, edit and manage all social media content for Facebook, Twitter, Instagram, and LinkedIn.
- Promote a consistent ISO brand in all digital content and social media platforms.
- Create, implement and evaluate email strategy for concert promotion, donor and sponsor engagement, patron engagement, educational initiatives and internal communication. Develop, edit and manage content for all email campaigns.
- Help create and implement video projects that support institutional goals.
- Proactively monitor, manage and maintain ISO concert information on other online community databases.

- Measure success with outputs (open rates, increased time on website, increased interactions on social media) and regularly report outcomes (conversions to purchase, open, donate, sign-up, etc.).
- Manage marketing budgets for sponsored posts and filters on social media including Facebook, Snapchat, Instagram, and LinkedIn.
- Manage day-to-day interactions with key digital vendors and service providers.
- Partner with web vendor to develop and implement strategies for user-friendly sales and web development
- Participate in planning of series-specific concert promotional strategies with Marketing team
- Lead a team of internal colleagues to audit the ISO website for accuracy and ease of use on a continuous basis
- Manage marketing and communications interns as needed.
- Attend indoor and outdoor concerts regularly to actively engage with audiences, answer questions and provide information on all social media.

MINIMUM REQUIREMENTS:

- Four-year degree and 2-3 years of relevant professional work experience in public relations, communications, or marketing are preferred.
- Excellent writing skills and editing skills are required.
- Experience with email campaigns, website content management systems, and social media best practices are required.
- General knowledge of non-profits is preferred.
- Possesses the following traits: strong communication skills, initiative, collaborative spirit, independence, confidence, enthusiasm, creativity, and ability to meet deadlines in a fast-paced environment.
- Knowledge of Google Tag Manager, Google Analytics, and Adobe Creative Suite is preferred.

INTERPERSONAL CONTACTS:

INTERNAL: This position works closely with Development, Learning Community, Artistic, and the rest of the Marketing and Communications team.

EXTERNAL: This position will interact closely with all types of media outlets, vendors, and social media platforms.

CONTENT OF CONFIDENTIAL INFORMATION:

Will have access to confidential programming and marketing plans, organizational financial information, staff and musician biographical information

OUR MISSION

To inspire, entertain, educate and challenge through innovative programs and symphonic music performed at the highest artistic level.

OUR VALUES

At the Indianapolis Symphony Orchestra, we are one team committed to achieving our mission through:

- Outstanding **performance** on and off the stage.
- Extraordinary **service** to both internal and external customers.
- A compassionate workplace built on **trust** and **mutual respect**.
- A culture of **flexibility** and **openness to change**.

The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law.

**Applications for this position should be sent to
jobs@indianapolissymphony.org.**