

## Niagara Symphony Orchestra

### Job Posting: Marketing and Social Media Coordinator

**Job Title:** Marketing and Social Media Coordinator

**Location:** Remote (Some in-person attendance at concerts in St. Catharines may be required but not mandatory)

**Reports To:** Executive Director

**Employment Type:** Part-time, specific hours leading up to concerts

**Compensation:** \$20-30/hour (commensurate on experience), 10-20 hours per week depending on increased hours during concert weeks

**Application Deadline:** December 27, 2024 (position can be filled before the application deadline)

**Start Date:** January 13, 2025

### About The Niagara Symphony Orchestra

For more than 75 years, the Niagara Symphony Orchestra has been instrumental in shaping and celebrating the rich cultural tapestry of Canada. Now in its 76th season, and with a renewed vision toward growth and sustainability, the orchestra's dedication to musical excellence and its ability to foster connections within the community remain as vibrant as ever. With a distinguished history of outstanding performances and recordings, along with regional tours and meaningful community partnerships, we are committed to engaging and enriching both local and broader audiences through dynamic musical experiences.

Music Director Bradley Thachuk brings a broad artistic perspective, intellectual curiosity, and a spirit of innovation to the programming of the orchestra that serves the Niagara region. The Niagara Symphony Orchestra presents a diverse array of concerts each season, featuring everything from classical masterpieces to contemporary works.

Recognizing music's profound ability to heal, inspire, and unite individuals from various backgrounds, the Niagara Symphony Orchestra is honored to connect with audiences of all ages through a variety of educational initiatives, community outreach programs, and health and wellness projects.

### Job Summary:

We are seeking a creative and content-driven Marketing and Social Media Coordinator to join our dynamic team. In this role, you will be responsible for developing, executing, and managing engaging social media content and some marketing assets across multiple platforms to increase brand awareness and engagement. This role is perfect for a

motivated individual with a passion for social media trends, exciting content, and effective online marketing strategies.

### **Key Responsibilities:**

- **Social Media Strategy:** Assist in the development and execution of a social media strategy aligned with NSO concerts and events, business goals, and brand identity.
- **Content Creation & Management:** Create and schedule engaging content for social platforms (e.g., Instagram, Facebook, Newsletters, etc.) including images, videos, stories, and other formats.
- **Marketing Assets:** Work with designer to create brochures, concert programs and other digital and print materials.
- **Campaign Management:** Collaborate with the Executive Director and other staff to launch and manage paid social media campaigns, email campaigns, monitor performance, and optimize based on analytics.
- **Analytics & Reporting:** Track and analyze metrics such as engagement, reach, and conversions. Provide monthly performance reports and insights, adjusting strategies based on findings.
- **Trend Monitoring:** Stay up-to-date with social media trends, platform changes, and best practices to keep the brand current and innovative.

### **Qualifications:**

**Education:** Bachelor's degree in Marketing, Communications, or a related field recommended, or equivalent work/education experience.

**Experience:** 1-2+ years in social media marketing, content creation, or digital marketing.

### **Skills:**

- Strong proficiency in social media platforms (Instagram, Facebook, Twitter, TikTok, LinkedIn, etc.) and social media management tools (e.g., Hootsuite, Buffer).
- Experience with content creation (graphic design, photography, video editing, etc.) is a plus.
- Excellent written and verbal communication skills.
- Ability to work with cross-functional teams and manage multiple projects at once.

- Familiarity with email marketing platforms (Mailchimp, Constant Contact, etc.).
- Knowledge of basic SEO and digital marketing principles.
- Strong attention to detail and ability to meet deadlines.
- A passion for the arts and a deep understanding of how to communicate artistic missions effectively.

#### **Attributes:**

- **Creative and Analytical Mindset:** Capable of both brainstorming fresh ideas and interpreting data to inform decision-making.
- **Adaptability:** Comfortable working in a fast-paced environment and managing multiple projects.
- **Detail-Oriented:** Strong organizational skills with attention to detail in all communications.
- **Flexibility:** Willing to work on varying days throughout the week and leading up to concert events.
- Creative thinker with a passion for storytelling and a deep appreciation for the arts.
- Self-motivated and comfortable working both independently and as part of a team.
- Ability to adapt quickly in a fast-paced environment, handling multiple priorities and deadlines.
- Energetic, positive attitude with a keen interest in engaging diverse audiences and building community.
- A commitment to diversity, equity, and inclusion in marketing and communications efforts.

#### **Compensation/Benefits:**

- \$20-30/hour depending on experience.
- Competitive hourly wage, flexible working hours, some hybrid/work from home.
- Opportunities to attend performances and special events.
- Professional development and growth within a leading performing arts organization.
- Private office in St. Catharines (if needed).
- Access to new Mac laptop with production software and other relevant applications (company property).

- Flexible remote work environment and hours.
  - Digital marketing and social media experience with a large arts organization.
  - **We are committed to equity and justice in hiring and we particularly encourage applications from people from communities of colour, LGBTQ2S, Indigenous, disabled, and other equity-seeking communities. We welcome people from all genders to apply for this role.**
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This role will contribute directly to our online presence, brand growth, and customer engagement. If you're passionate about social media and marketing, we'd love to have you on our team!

**How to Apply:** Submit your resume, cover letter, to [apply@niagarasymphony.com](mailto:apply@niagarasymphony.com) with "Marketing and Social Media Coordinator" in the subject line.

Only applicants asked to be interviewed will be contacted.