



FULL-TIME MARKETING COORDINATOR JOB DESCRIPTION

Florida Symphony Youth Orchestras (FSYO)

JOB TITLE: Marketing Coordinator

JOB STATUS: Full-Time Non-Exempt

REPORTS TO: Executive Director

JOB SUMMARY: Monday thru Friday 9 AM to 5 PM (Hours may vary based on availability) / Some Nights and Weekends Required

COMPENSATION: \$40,000 to \$45,000 salary pay with potential for overtime, 40 hours/week / Salary commensurate with training and experience / Generous PTO Structure / Healthcare Stipend (QSEHRA Plan)

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
- 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 organization and building its database
- Proven ability to provide direction on creative concepts, as well as develop promotional ideas
- Develop and implement campaigns to expand the organization's ticket base
- Assist with and attend all FSYO concerts
- Provide a high level of customer service and build strong relationships with members, non-members, donors, and others
- 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 Executive Director, Conductors, and Members
- Prepare press releases and external communication for promotional opportunities
- Ability to write and edit written and digital communications and professional copy

Qualifications

- Ability to:
 - Organize own work, coordinate projects, set priorities, meet deadlines, and follow-up on assignments with minimum direction
 - Effectively work and communicate 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
 - 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 40lbs
- 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 these channels: Facebook, Instagram, Yelp, YouTube, TikTok, and LinkedIn
- Professional appearance and presentation
- Interest in the arts/music 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."