



DIGITAL MARKETING SPECIALIST

Colorado Symphony Association | Job Description

Title: Digital Marketing Specialist
Department: Marketing
Reports To: Director of Web Experience
Classification: Full Time, Salaried

Position Profile

The Digital Marketing Specialist assists the Marketing department with promoting Colorado Symphony (CSA) events and stories, with a focus on social media and digital communications. This role works closely with all members of the Marketing team to promote ticket sales and implement general marketing strategies that support the CSA's mission to ensure the future of live, symphonic music.

Essential Duties and Responsibilities

- Social Media Management (55%)
 - Leads, in collaboration with the Director of Digital Marketing & Promotions, organic social media strategy, content capture, and scheduling using Sprout Social
 - Manages daily content sharing and engagement on all social media platforms (Facebook, Instagram, LinkedIn, TikTok, and YouTube)
 - Regularly captures media during rehearsals, including behind-the-scenes content, and edits for distribution
 - Captures and edits promotional videos of musicians and guest artists; acts as the primary liaison for social media collaborations with artists and conductors
 - Maintains an organized and centralized content archive to ensure efficient asset retrieval and usage
 - Monitors and responds to comments, messages, and mentions to foster community engagement
 - Collaborates with external organizations to identify and cultivate relevant relationships to grow the Colorado Symphony's social presence and strengthen local partnerships
 - Assists Director of Digital Marketing & Promotions with paid Meta campaigns as needed
 - Creates and manages social media strategy for Education and Development departments in collaboration with Community Education Manager, Development Events & Membership Manager, and Annual Fund Manager
 - Works with Crescendo Society (Associate Board) to manage Crescendo Society social media channels (Facebook, Instagram, LinkedIn)
- Website and Content Management (40%)
 - Manages the maintenance of WordPress content, including regular updates to the Homepage, Musician listing, Staff listing, Careers page, Current Partners page, and various daily website changes
 - Manages weekly edits to the Concert Reminders page (concert program, parking/traffic alerts, etc.)
 - Works with the Communications & Creative Director to manage the Symphony Blog, including building internal and external articles to support SEO initiatives
 - Works with the Education and Development departments to implement annual and ongoing web updates
 - Manages Soundings content on ISSUU and various embeds on website
 - Works closely with the Director of Web Experience on product builds within Tessitura and TNEW (Tessitura Network Express Web) in support of all concert/event announcements

- Manages all daily edits to the TNEW production pages by monitoring updates made to the SharePoint Production List (changes to artist, repertoire, artwork, etc.)
- Supports annual season announcement by implementing all assets and content for each TNEW production
- Assists with the annual subscription rollover process
- Serves as backup support for troubleshooting and system down scenarios
- Marketing Operations (5%)
 - Leads Colorado Symphony efforts for local community events like Pride and FanExpo
 - Identifies local opportunities for engagement and acts as primary CSA contact for external events
 - Schedules volunteers and organizes all logistics including table setup and materials requirements for external events
 - Collaborates with other participating organizations (i.e. DPAC organizations) as needed
 - Copy editor and coordination support for all Soundings and print materials, working closely with the Communications & Creative Director
 - Manages and maintains a clear and concise archive of digital and print marketing materials
 - Coordinates printing of select assets for individual departments (stickers, envelope reprint, etc.)
 - Provides administrative support to the Marketing department

Qualifications and Capabilities

- Required:
 - A minimum of three (3) years of experience in Marketing or a related field
 - Previous experience creating and managing social media content for a company or organization
 - Basic photography and videography knowledge and prior video editing experience using programs like CapCut, iMovie, Canva, or similar
 - Previous experience with WordPress or similar CMS and basic knowledge of web languages including HTML and CSS
 - Proficient in Microsoft Suite of programs, including but not limited to Outlook, Excel, Word, SharePoint, and Teams
 - Ability to function in a fast-paced, team oriented, constantly changing environment
 - Demonstrates superior organizational skills, attention to detail, and the ability to meet deadlines
 - Knowledge of marketing and branding best practices
 - Strong communication and interpersonal skills
 - Ability to attend CSA concerts and rehearsals (both at Boettcher Concert Hall and other Colorado venues) regularly outside of standard working hours
- Preferred
 - Bachelor's degree in Arts Administration, Arts Management, Non-Profit Management, Marketing, Communications, or related field
 - Previous experience marketing for a non-profit or performing arts organization
 - Strong knowledge of major social platforms (Instagram, TikTok, Facebook, LinkedIn, YouTube) and emerging digital trends
 - Prior experience with Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, or other professional video editing software.
 - Previous experience with Tessitura database and/or other CRM software
 - Experience using Sprout Social or similar social media management platform
 - A background and/or strong interest in live and/or symphonic music
- Physical Capabilities
 - Must be able to handle the physical demands commensurate with an active administrative position, including lifting up to 25 lbs. of equipment

Compensation and Benefits

- Salary range \$63,000-\$68,000 commensurate with qualifications and experience
- The CSA offers a competitive salary and provides excellent benefits to all full-time employees including:
 - Health insurance – three options to choose from (PPO Base, High Deductible (both 100% employer paid for employee only), or Buy-Up); all at low cost to the employee;
 - Dental, Vision, Voluntary Life/Accidental/Critical Illness, and Identity Theft Insurance;
 - Short-Term and Long-Term Disability Insurance, 100% Employer paid;
 - Health Savings Account and Flexible Spending Accounts, including Medical and Dependent Care, Employee Assistance Program;
 - Paid time off - vacation, sick leave, seven national holidays, and five floating holidays;
 - A 403(b) plan;
 - Discounted tickets to CSA concerts;
 - Work from home flexibility on Mondays & Wednesdays

How to Apply

Submit a cover letter and resume to jobs@coloradosymphony.org. Please put Digital Marketing Specialist in the subject line of your e-mail. No phone calls please.

The Colorado Symphony Association is an Equal Opportunity Employer.