

# RICHMOND SYMPHONY

<b>Title</b>	Graphics and Digital Marketing Coordinator	<b>Reports To</b>	Assistant Director of Marketing and Sales
<b>Department</b>	Advancement & Patron Communications	<b>Classification</b>	Full Time/Salaried Non-Exempt

## Job Summary

The Richmond Symphony seeks a music loving individual to serve as the Graphics and Digital Marketing Coordinator to join its friendly marketing team.

The Richmond Symphony makes music an integral part of the lives of those living, learning and working here by embracing the Richmond region's unique vitality and diverse constituents.

The Graphics and Digital Marketing Coordinator is responsible for assisting in the marketing functions of the Richmond Symphony focussing on the production of print and digital advertising, making or overseeing collateral materials specific to the promotion of ticket sales, concert attendance, fundraising and other aims and goals consistent with the strategic plan and long-range objectives.

The Symphony embraces diversity and equal opportunity in a serious way. We are committed to building a team that represents a variety of backgrounds, perspectives and skills.

## Responsibilities / Duties

- Design digital collateral including email newsletters, social media, digital ads, web banners, etc.
- Design layout and manage production flow of print collateral such as Symphony brochures, posters, mailers, production signage and playbills
- Liaison across departments for cross departmental design needs
- Social media and digital marketing content creation and management
- Ensuring marketing materials and digital properties meet specific brand standards internally and externally
- Attend concerts and manage the marketing table at Dominion Energy Center and other locations/venues as required
- Translate business needs into creative and technical solutions
- Review production ready files and modify formats to ensure quality and accuracy
- Regularly produce reports on email, web, and social media performance,
- Prepare over-arching success stories to share internally and adapt for external use

- Management of the email database, including list updates and segmentation
- Coordinate the planning, implementation and execution of digital marketing campaigns and initiatives to drive growth.
- Using project management software (Monday.com) to facilitate the creative approval process with various cross-functional teams.
- Communicate with outside vendors to track and process invoices
- Maintain and manage website updates via Wordpress and collect data via Google Analytics
- Research vendors and digital marketing trends
- Record keeping in line with the Symphony's administration processes
- Scale, crop, retouch, and reposition assets or eliminate defective or excessive imagery
- Coordinate and assist with photography and live content creation at concerts and rehearsals during nights and weekends
- Perform other duties as assigned by the Assistant Director of Marketing and Sales

## Qualifications

Successful performance in this position requires an individual with the following demonstrated skills:

- Demonstrable skill in graphic design and visual communications, related degree or 2 years of experience in an agency a plus
- Expertise in design and computer applications to translate creative concepts into production-ready art; HTML knowledge is a plus
- Familiarity with online and offline production standards (packaging, collateral, web, social, TV, catalog)
- Experience with file organization, metadata, and digital assessment management
- Ability to multi-task and meet tight deadlines in a high volume environment
- Proven track record of effective time management, flexibility and strong organizational skills
- Ability to relate to a diverse group of people including staff, board members and community members
- Ability to communicate effectively - visually, orally and in writing
- Ability to anticipate problems or to identify them before significant impact on service delivery, expenses or revenues

## Environment

- Position will have a dedicated work space in the Richmond Symphony office in the Dominion Energy Center
- Free parking provided
- Some flexibility regarding remote working is available
- Attendance and participation at some concerts, events and activities will be expected outside of normal office hours and on weekends
- Benefits include health insurance, self-funded dental insurance, 403(b) account, paid time off

- Starting salary \$36,000 - \$38,000

## To Apply

Please send cover letter, resume and portfolio to  
[abuhrman@richmondsymphony.com](mailto:abuhrman@richmondsymphony.com).

Phone calls will not be accepted.

Position will remain open until filled, review process starts July 25th.