
POSITION DESCRIPTION: DIGITAL MARKETING & ENGAGEMENT SPECIALIST

The Madison Symphony Orchestra (MSO) is seeking a dynamic person with social media and digital marketing experience to join MSO's staff as the Digital Marketing & Engagement Specialist (DMES). The DMES works closely with the Marketing Communications Manager (MCM) and Audience Experience Manager (AEM). The DMES Specialist is focused on advancing the MSO's digital and social media outreach to deepen existing relationships and increase new audience engagement. Work is focused on compelling storytelling using rich media including video and photography for both owned and placed media. The DMES supports the marketing team and committee, facilitates community outreach, in support of MSO's audience development work. The position is a full-time salaried role with benefits that include health insurance and parking, and reports to the Director of Marketing.

Responsibilities include:

Digital, Print, & Local Advertising/Promotions

- Work with local publications and media outlets to promote orchestra performances, organ performances, and special events for marketing and advertising campaigns
- Collaborate with local businesses and maintain connections/relationships to enhance marketing efforts with an intention to reach a wider audience within the local community, including cross-promotion
- Support the Audience Experience Manager with logistics for the volunteer student ambassador program and event planning for MSO: After Dark and Out at the Symphony, and other initiatives
- Submit and update symphony and organ concert information, and special events for online community calendars, including MSO Facebook page
- Digital marketing and advertising coordination, and metrics reporting

Social Media, Video & Website Management

- Content creation, filming, video editing, and posting promotional/marketing materials to social media (Facebook, Instagram, LinkedIn, TikTok, YouTube, Vimeo) and the Madison Symphony Orchestra website
- Assist with the updating of the organization's website, overseen by the MCM
- Collaborate with Education and Development Departments to strategize and implement social media content and campaigns
- Work closely with the Director of Marketing to create videos to help maximize sales for concerts and events, and the Director of Development to advance fundraising campaigns.
- Design graphics for social media posts and other advertising channels
- Monitor online feedback on social media platforms and other digital channels and look to boost positive engagement on said platforms

Other Responsibilities

- Assist with compiling research for the upcoming season including artist and composer photos, bios, media quotes, and other relevant information
- Serve as a Marketing representative at select concerts and other events. Responsibilities include patron relations and capturing video and taking photos at select rehearsals, events and concerts.
- Other duties as assigned

Required

- Experience with Adobe Creative Suite, Microsoft 365, Facebook, Instagram, LinkedIn, Google Ads and Analytics, WordPress, excellent writing skills, storytelling
- Ability to work occasional evening and weekend events with flex time included
- Music background or interest in classical music

Preferred

- Experience with photography, video, and working knowledge of Asana, CRM, Hootsuite, Canva, Spotify, Vimeo, YouTube, TikTok, BlueSky, Threads, Google Grants, and SEO

BENEFITS

- Health insurance and dental
- Paid holidays, vacation and sick time
- Option to participate in 401(K) Retirement Plan after six months of employment
- Free parking in downtown Madison
- Free admission to all Madison Symphony Orchestra concerts
- Annual salary range \$49 - \$52K, commensurate with experience

TO APPLY

E-mail cover letter, resume, 3 references and 2 writing samples to prodgers@madisonsymphony.org
Writing samples can be actual examples, and/or copy created for this application, including press releases, social media copy, or blog posts.

For best consideration, apply by September 22, 2025.

Applications will be accepted until the position is filled.

The Madison Symphony Orchestra believes that diversity is a source of strength, creativity, and innovation. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich our organization. We are committed to increasing our efforts to diversify our administrative and board leadership, orchestral music and performers. Madison Symphony Orchestra Inc. is an Equal Opportunity Employer.