

Social Media & Digital Content Coordinator

Chamber Music America, the national network of ensemble music professionals, was founded in 1977 to develop, strengthen, and support the chamber music community. With a membership including musicians, ensembles, presenters, artists' managers, educators, music businesses, and advocates of ensemble music, CMA welcomes members representing a wide range of musical styles and traditions. In addition to its funding programs, CMA provides its members with consulting services, access to instrument and other insurances, conferences, seminars, and its quarterly publication, *Chamber Music* magazine.

Job Description

Chamber Music America seeks a creative, digitally savvy storyteller to help inspire and engage audiences across the country. This role works collaboratively as part of CMA's Marketing & Communications team to help promote CMA programs, events, resources, and services, with an emphasis on digital communications and content creation. This role helps to amplify members, grantees, and industry leaders as well as CMA's own position within the field, bringing the stories to life through words, visuals, and video. Ideal candidates thrive on collaboration and creativity and have a keen interest in branding, marketing, communications, arts and culture, and digital trends. Those with a digital marketing and graphic design background are encouraged to apply. This is an excellent opportunity for an early-career communications professional seeking to grow within a respected national arts service organization.

Position Type: Full-time (32-hours), non-exempt, benefits eligible.

Hours: 32 hours, Monday through Thursday, 9:00am to 5:00pm; including some extended hours as required; on-call during the annual Conference and other events

Location: Remote; some travel required on occasion (for the National Conference)

Department: Marketing & Communications

Reports to: Marketing Director (COO in the interim)

To apply: Please send résumé, brief cover letter, and website/work samples to Jenny Ouellette, jenny@chambermusicamerica.org.

Responsibilities:

The Social Media & Digital Content Coordinator is responsible for day-to-day digital content creation and management, working with CMA's marketing team to develop and steward CMA's presence on various online platforms. Key tasks include:

- Lead the production of organic content for CMA's digital platforms, including the website and social media sites, by writing, editing, and producing video and visual assets that bring CMA's mission and programs to life.
- Proactively identify storytelling opportunities from CMA stakeholders (members, grantees, etc.)
- Contribute to the planning of all digital campaigns (general marketing, membership drives, announcements, and giving), articulating ideas and bringing them to fruition.
- Assist in live social media coverage of events, including conferences, webinars, and special programs.
- Manage paid digital advertising campaigns on platforms including Meta and Google.

- Curate and manage user-generated content and member highlights to build community.
- Create and manage the team's content calendar, including assignment tracking.
- Track and analyze social media engagement, create ongoing and monthly reports for leadership.
- Manage intake and organization of all assets (including photography and videography) using CMA's digital asset management system.
- Support the Marketing & Communications department with various administrative tasks, including project management, vendor relations, and cross-departmental projects.
- Pitch, write, and produce engaging and strategic content in line with CMA's marketing priorities. This may include short articles for the *Accent* e-newsletter and/or CMA's online blog.
- Other responsibilities as necessary; as the year shifts, so may this role.

Qualifications:

- Demonstrated knowledge of social media platforms and the emerging trends on each
- A passion for arts and culture storytelling
- Outstanding writing skills with attention to detail and proofreading
- Willingness to experiment with campaigns; this role requires creativity and flexibility.
- Graphic design experience with a portfolio showcasing dynamic and brand-aligned content creation
- Experience with design software, including Adobe Creative Suite
- Fluency with scheduling tools and data analysis platforms
- Demonstrated video production and editing skills, including creating short-form content
- Ability to meet deadlines and to work independently (and as part of a team)
- Ability to balance creativity with data-driven decision making.
- Familiarity with online musical communities and media is a plus.

Additional Requirements

- A demonstrated commitment to fostering an equitable, accessible, and inclusive environment in all areas of work.
- Physical requirements during the conference or in-person events may include stooping, kneeling, bending, standing, crouching, lifting of up to 35 pounds. Day-to-day, tasks require working at desk for long periods and using computer and photography equipment.
- Ability to work in a constant state of alertness in a safe manner.

Compensation

- This position earns \$40,000 annually, plus the standard company benefits (including medical, dental, and vision insurance; 403-b contributions; and paid time off).
- There are 24 pay periods in the calendar year; pay dates are the 15th and last day of each month.

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