

Digital Associate, *Symphony.org*

DEPARTMENT: Marketing and Membership

REPORTS TO: Editor in Chief, *Symphony.org*

SUPERVISORY RESPONSIBILITY: None

STATUS: Part Time (20 hours per week)

FLSA: Non-Exempt

CAREER LEVEL: Entry-Level

SALARY RANGE: \$20/hour

LOCATION: Fully remote, with the option to utilize the League's New York City office.

REVISED: September 2022

The League of American Orchestras leads, supports, and champions America's orchestras and the vitality of the music they perform. Its diverse membership of more than 1,800 organizations and individuals across North America runs the gamut from world-renowned orchestras to community groups, from summer festivals to student and youth ensembles, from conservatories to libraries, from businesses serving orchestras to individuals who love symphonic music. The national organization dedicated solely to the orchestral experience, the League is a nexus of knowledge and innovation, advocacy, and leadership advancement. Its conferences and events, award-winning *Symphony* magazine, website, and other publications inform people around the world about orchestral activity and developments. Founded in 1942 and chartered by Congress in 1962, the League links a national network of thousands of instrumentalists, conductors, managers and administrators, board members, volunteers, and business partners. Visit americanorchestras.org.

POSITION SUMMARY

The part-time Digital Associate, *Symphony.org*, reporting to the Editor in Chief, *Symphony.org*, is responsible for the day-to-day management of the League of American Orchestra's news site *Symphony.org*, an online magazine about the orchestra field launching in November 2022.

Symphony.org will be an engaging mix of news, articles, and thought leadership. Built using WordPress, it will be dynamic and mobile-responsive, and will provide an accessible way for League members and others in the orchestral world to stay informed about the field and their colleagues.

Please note that part-time positions at the League are not eligible for benefits.

POSITION DUTIES AND RESPONSIBILITIES

The duties that follow represent the primary responsibilities for this role. All employees are responsible for performing other duties as assigned. Primary responsibilities for this role include the following:

- Assist with content upload for the new website, expected to launch in November 2022, primarily by building the posts for newly commissioned articles and news items, as well as migrating and posting archival content.
- Post new content daily to *Symphony.org*, update the homepage, and optimize content for search engines (SEO).

- Add and remove banner and other ads. Build the posts for paid listings and articles.
- Resize photos.
- Update static pages, such as About Us, as needed.
- Set up and track automated daily email communications. Build and send a bi-weekly summary email of news items to League members via the League's email client Real Magnet.
- Coordinate with the Digital Manager and Storyteller to ensure that all articles and news items are automatically posted to Twitter via the site's RSS feed.
- Collaborate with the marketing team to spotlight *Symphony.org* content in the League's member newsletter, on social media, and via Google Ads.

POSITION QUALIFICATIONS

Experience

- Experience working with digital platforms.
- Knowledge of WordPress or other content management system a significant plus.
- HTML, CSS, and/or photo editing skills a significant plus.
- Interest in the arts/music preferred.

Skills/Abilities

- High level of attention to detail and accuracy, including the ability to proof one's own work.
- Demonstrated flexibility and ability to handle multiple tasks simultaneously.
- Great comfort level working on computers, databases, and Microsoft Word.
- Ability to learn how to use new platforms and programs quickly.
- Excellent interpersonal skills, including the ability to interact professionally by email and by phone, with all levels of staff.

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

- This role requires the routine use of standard office equipment such as computers, phones, photocopiers, printers, filing cabinets, and fax machines.
- This role requires using the English language to engage with internal and external stakeholders by phone and email. Employee is expected to be able to accurately exchange information with these stakeholders.

Work Environment

In the primary work environment, the noise level is quiet to moderate with ambient room temperatures, and lighting.

To Apply:

The League of American Orchestras is an Equal Opportunity Employer. Please submit a cover letter and resume to member@americanorchestras.org with "Digital Associate, Symphony" in the subject line. No phone calls please.

Equal Opportunity Employer Statement

The League is an equal opportunity employer that is committed to equity, diversity, and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, and training. The League makes hiring decisions based solely on qualifications, merit, and business needs at the time.