



Social Media Storyteller & PR Manager (Part Time)

Job Description:

Orchestra Miami is seeking a dynamic, motivated individual with a passion for serving the community through music to help Orchestra Miami successfully implement and manage its social media and PR strategies.

Duties include, but are not limited to:

- Manage and create content for OM's social media channels (Facebook, Instagram, and Twitter)
- Assist in creating weekly newsletters and event promotions using Constant Contact (over 5,200 opt-in email subscribers)
- Update and maintain OM's website using Wix
- Keep track of and manage OM's media assets, such as Culture Owl, GMCVB, and other
- Create and manage FB and other social media advertising
- Help create overall PR strategies for Orchestra Miami events
- Attend OM's rehearsals/performances/events to take photo/video for social media (approximately 9-12 per season)

The Social Media/PR Manager will work closely with the Artistic Director (Elaine Rinaldi) and Executive Director (Isabel Almaraz) to ensure that the artistic goals are well-promoted and that our events are well-attended.

Orchestra Miami currently has a small staff, comprised of a Manager of Social Media and PR (position open), a Manager of PR & Design, an Education/Outreach Coordinator (position open), the Artistic Director and an Executive Director. Orchestra Miami's current annual budget is between \$450,000-\$500,000 per season.

Job Requirements:

Education and Experience

- A Bachelor's degree in a related field
- Excellent writing ability
- Knowledge and understanding of the Miami arts community and nonprofit landscape
- Bilingual is preferred but not a requirement



Skills

- Google Suite (proficiency in Google Docs, Sheets, Forms and Drive)
- Windows Suite (proficiency with Word, Excel, Powerpoint)
- Adobe Acrobat and Adobe Sign
- Experience with the Meta Business Suite, Constant Contact, Eventbrite, and Wix Website Manager
- Knowledge on current trends and best practices in social media advertising

Qualities

- Excellent organizational and communication skills (both oral and written)
- Strong interpersonal skills. Ability to connect and engage individuals from all backgrounds
- Must be able to meet time sensitive deadlines and work on multiple projects simultaneously
- Communicate effectively and respectfully with members of the team
- Passionate about music
- Ability to think outside of the box and resolve problems creatively
- Ability to work closely and in conjunction with the Artistic & Executive Director

Salary: This is a part-time position with flexible hours. During the season, there will be more hours than off-season. Salary ranges from \$20-\$25 per hour, depending on experience. The Social Media/PR Manager position is an independent contractor position, with the person hired being responsible for their own taxes.

For the right candidate, this is a great position with lots of flexibility and room to grow. Interested applicants should send a cover letter and resume to Orchestra Miami's Founder & Artistic Director, Elaine Rinaldi at erinaldi@orchestramiami.org. The position is open until filled; seeking someone who can start in the near future.

About Orchestra Miami

Founded in 2006 by Artistic Director Elaine Rinaldi, **Orchestra Miami** is celebrating 16 years of bringing affordable concerts of quality symphonic music to all people in Miami-Dade County. Orchestra Miami's mission is to provide people with opportunities to experience art, build community and educate through music. Orchestra Miami's signature programs include its "Beethoven on the Beach" free outdoor concerts, its "Discover Miami Through Music" series, its many collaborations with the Miami Dade County Public Schools and its Family Fun Concert Series. Orchestra Miami consists of a select group of professional musicians, all permanent residents of South Florida, whose collective body is unparalleled in terms of excellence and experience. Led by Founder and Artistic Director Elaine Rinaldi, Orchestra Miami continues to exceed expectations in terms of programming and artistic quality.