



DETROIT  
SYMPHONY  
ORCHESTRA

## Content and Advancement Coordinator / Position Overview

Date: 8/20/21

### Summary

We seek an energetic, driven, and talented coordinator to be a full-time member of the Communications team. We are a small but mighty team of dedicated communication professionals that shapes the voice of the Detroit Symphony Orchestra, the fourth oldest orchestra in the United States, which recently welcomed new music director Jader Bignamini. If you take pride in producing excellent content, and like working in an agile, fast-paced environment, we would love to meet you.

Storytelling is at the heart of what we do. Through collaboration with the Communications and Advancement teams you will help ensure that audiences and stakeholders are plugged into everything happening in the DSO universe. Every part of the process is valuable, whether it's building email lists that help donors get from point A to point B or taking the time to ask a student what their experience was like at the concert they attended. We appreciate minds with vision to make our world run more smoothly, paired with the pragmatism and patience to execute plans.

The DSO strategy for content and storytelling creation relies heavily on inter-departmental collaboration and communication. The new Content and Advancement Coordinator will act as an Advancement liaison, ensuring Advancement communications are managed, supported, and produced in line with institutional messaging, and integrated into the larger storytelling strategy. The position will split focus 50/50 between departments, working closely with the Director of Content and Storytelling.

### ***About the Advancement team***

The Detroit Symphony Orchestra Advancement team works to secure the financial future of the institution through identification, cultivation, solicitation, and stewardship of current and prospective donors. Relationships are the cornerstone of this work as Advancement introduces individuals, families, and corporations to the artistic excellence and community impact their critical partnership ensures, requiring consistent and engaging donor-specific communications.

### **-Specific Responsibilities-**

#### **Communications:**

- Manage Advancement communications calendar for signature events and campaign initiatives
- Support and execute the creation of email campaigns, newsletters, invites, and other communications as needed
- Take a lead role in launching and producing new quarterly DSO Impact Campaign newsletter, supporting the growth of the DSO endowment
- Conduct reviews of fundraising templates (contribution renewal letters; cases of support; stewardship templates; thank you letters) to ensure messaging is current

- Provide proofreading support as needed

#### **Social media:**

- Assist in monitoring social media comments and daily media report to respond to patrons in a timely fashion
- Fulfill last-minute requests for organic social posts and potentially manage creation of organic social related to Advancement needs
- Attend events to execute live social coverage

#### **Storytelling:**

- Engage with diverse group of DSO patrons, donors, musicians, partners, staff, and board for content creation, including collecting quotes and developing potential story ideas
- Write, curate, and post blogs
- Assist in maintaining patron and musician quote database
- Provide support for Classical Roots Steering Committee Legacy Subcommittee work and other special projects as needed

#### **Experience**

- Bachelor's degree in communications, English, journalism, creative writing, or related field preferred
- Excellent editing, writing, and proofreading ability required, as well as the ability to "storyboard" narrative concepts and produce work that is cohesive with an established voice
- Familiarity with posting best practices for YouTube, Vimeo, Facebook, and Instagram required
- Visual adeptness for image composition and established ability to produce cell photos required
- Proficiency with CMS preferred
- Experience with email marketing service (e.g. WordFly, Constant Contact, Mailchimp, etc.) preferred
- Proficiency with essential Adobe Creative Cloud or similar platforms such as Canva a plus
- Knowledge of classical music and the symphony orchestra a plus

#### **Personal Attributes and Competencies**

- You thrive on teamwork and understand that support sometimes means organizing documents or tagging image files.
- You excel at doing whatever it takes to get the job done, knowing that at the end of the day your job allows more people to experience the power of music.
- You can take direction but are just as adept at making and keeping self-imposed deadlines.
- You have a great eye for detail and strong aptitude for aesthetic design.
- You demonstrate strong organizational and administrative skills and the ability to prioritize tasks, meet multiple deadlines, and work independently.
- You are confident in proposing new ideas and processes and know when to ask questions.
- You have a strong, forward-thinking belief in the importance of DEI in the arts and the workplace.

- You are available and willing to shift 9-to-5 working hours to night and weekend hours.

### **Reports to Director of Content and Storytelling**

Qualified candidates should submit resume, cover letter, writing sample, and social media sample to [jobs@dso.org](mailto:jobs@dso.org)