



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Title: Electronic Media Coordinator

Department: Marketing

Reports to: Director of Development and Marketing

Job Summary:

The Delaware Symphony Orchestra seeks a part-time Electronic Media Manager to expand its online marketing efforts, maintaining the relevance of its current online avenues and exploring ways to increase visibility.

Responsibilities and Duties:

- Online marketing efforts
 - Maintain current information on all online event calendars and listings
 - Design and implement online ad placement as directed
- Website
 - Maintain current information regarding concerts and events, update images and news
 - Create interactive experience – blogs, photos, open discussions
 - Imbed video and info of upcoming concerts and past events
 - Update sponsor pages and links as needed
- Email
 - Maintain eblast database
 - Increase email list through promotions, list trades, etc.
 - Create weekly email blasts advertising concerts and other activities
 - Create an online Bring A Friend network
- Social Media –
 - Create and implement overall social media strategy to include but not limited to:
 - Integrate staff and patrons into a DSO community
 - Facebook
 - Maintain Facebook account, encouraging interactive experience
 - Increase fans
 - Twitter/Blogging
 - Create twitter or blog for Music Director
 - Monitor activity and determine success of initiative
- Tessitura
 - Maintain effective data entry procedures, in coordination with Grand Opera House marketing staff

Knowledge/skills

- Good working knowledge of social media outlets
- Experience with web design
- Strong written communication skills

- Knowledge about classical music recommended, but not required

Resumes along with a cover letter should be sent by July 30, 2010, to the attention of:

Chris van Bergen

Director of Development and Marketing

Delaware Symphony Orchestra

P O Box 1870 Wilmington, DE 19899

Email resumes and letters are also acceptable and should be sent to: chrisvb@delawaresymphony.org

Position will be filled by mid-August, 2010.