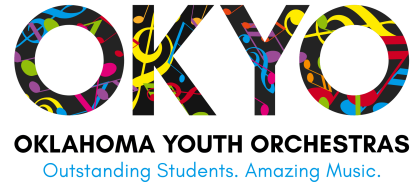


Marketing & Social Media Coordinator

Reports to: Executive Director

Deadline to apply: June 20, 2025



Job Summary: The Marketing & Social Media Coordinator is responsible for creating and implementing promotional strategies to support recruitment, audience development, community awareness, and alumni engagement for a dynamic performing arts organization. This role combines strategic marketing, digital media production, public relations, and student logistical support to ensure the organization's mission is effectively communicated and supported across all channels.

Key Responsibilities

- Develop and execute strategic marketing plans to support recruitment, increase visibility, and grow community and audience engagement.
- Design high-quality digital and print media assets for recruitment, promotional campaigns, social media, email marketing, and special events.
- Oversee the planning, content development, layout, and production of the organization's annual program book.
- Manage and update the organization's website to ensure current, accurate, and engaging content.
- Maintain and grow the organization's social media presence, including content creation, scheduling, and engagement across platforms.
- Promote concerts, fundraisers, and organizational events through digital channels, community calendars, radio/publicity opportunities, and press releases.
- Coordinate public relations efforts, including media outreach and community partnerships, to increase brand awareness.
- Track analytics and performance of digital campaigns, offering recommendations for improvement based on data insights.

Additional Duties

- Assist with weekly rehearsals on Monday evenings (September through May, 4:30–9:00 p.m.), including oversight of students and logistical support.
- Provide on-site support during retreats, concerts, tours, and other special events as needed.
- Cultivate alumni engagement through digital communication, social media, email campaigns, and special outreach initiatives. Collaborate with staff, volunteers, and board members to support organizational operations and strategic goals.
- Provide general supervision of OKYO students.

Qualifications

- Bachelor's degree preferred, with experience in marketing, communications or related field. Knowledge of orchestra and wind ensemble is a must.
- Proficiency in digital design tools (e.g., Canva, Adobe Creative Suite), social media platforms, and website CMS (e.g., WordPress).
- Strong writing, editing, and verbal communication skills.
- Excellent organizational and time management abilities.
- Ability to work some evenings and weekends in support of rehearsals and events.
- A collaborative spirit with a passion for youth development and the performing arts.
- Employment contingent on completion of a background check.

Working Conditions, Salary & Start Date

This is a part-time, hybrid position, offering flexibility with both remote and in-office work, except for Monday evening rehearsals during OKYO's regular season when it is expected that the candidate will be onsite. Occasional weekends are also required.

Hourly Rate: \$15-\$22 per hour depending upon qualifications.

Start Date: Late June to Early July.

To Apply

Please send a cover letter, resume and three professional references with "Marketing & Social Media Coordinator" in the subject line to kris@okyomusic.org.

About Oklahoma Youth Orchestras

OKYO prides itself on offering music education programs to meet the needs of young musicians in elementary school through high school with ensembles designed for all abilities, and by providing a fun, dynamic, and supportive environment where students are inspired to pursue their passion for music.

Serving a diverse student body of over 400 young musicians from all over the metro, OKYO ensembles meet weekly from September through May for Monday night rehearsals under the leadership of distinguished local music educators and top collegiate professors in our area.

OKYO features twelve ensembles and programs that include: Auditioned Full Ensembles (Oklahoma Youth Orchestra, Oklahoma Youth Philharmonic, Oklahoma Youth Winds, Percussion Ensemble) for our most advanced students, Auditioned String Ensembles (Chamber Orchestra, Sinfonia) for our intermediate students, Non-Auditioned Ensembles (Festival Strings, with locations in Edmond, Norman and OKC, Festival Winds, Studio Rockestra) for our youngest students and Summer Symphony Strings Camp for middle schoolers.

Founded in 1977, OKYO is the largest youth orchestra program in the state, and it has been celebrated for its dedication to the arts and arts education. In 2018, OKYO received a Governor's Arts Award in special recognition of contributions to arts education from the Oklahoma Arts Council, and in 2021, it was honored by the Oklahoma Center for Nonprofits as a recipient of the ONE Award in Arts and Humanities.