

## DIGITAL CONTENT MANAGER

**Department:** Marketing, Creative Media Group  
**Supervisor:** Director of Marketing & Communications  
**Employment Type:** Full-Time, Exempt

Caramoor Center for Music & Arts is currently seeking qualified candidates for the role of Digital Content Manager with an anticipated start date of February 2022.

### ABOUT CARAMOOR

Our mission is to enrich the lives of audiences through innovative and diverse musical performances of the highest quality; mentor young professional musicians; and engage children through interactive, educational experiences that deepen their relationship to and their understanding of music. These three prongs — music performance, musician mentoring, and music education — inform everything we do.

Located on an 80-acre campus in Katonah, NY, Caramoor Center for Music and the Arts, Inc. is a 501c3 non-profit arts center that has been in continuous operation since 1946. It presents approximately 55 live music performances throughout the year in a wide range of genres, culminating in a major summer season starting in June through early August. Caramoor also trains the next generation of classical musicians and provides music-based arts education to local schoolchildren. Through its public programs and community events, Caramoor annually serves approximately 40,000 people.

Caramoor was the home of arts patrons Lucie and Walter Rosen who opened their doors in 1946 to welcome artists and audiences to be inspired by music in the context of their beautiful gardens, historic buildings, and a collection of art. Classical music — from chamber and orchestral to opera — forms the core of Caramoor's programming, but over the years, the programming has grown to include jazz, American Roots, world music, American songbook, family programs, and more. Caramoor also rents its facilities and grounds for private events.

*Caramoor joins with those who seek to promote equality, eradicate injustice, and support inclusion. As in a choir, our world benefits from a multitude of voices coming together in harmony.*

*Caramoor is an Equal Opportunity Employer (EEO); this means that all aspects of employment, including but not limited to, recruiting, advertising, hiring, training, promotions, compensation, benefits, transfers, layoffs, return from layoffs, disciplinary action and discharge shall be conducted on the basis of qualification and ability without regard to actual or perceived race, religion, political affiliation, disability, sex (including sexual violence and sexual harassment), sexual orientation, gender identity, gender expression, pregnancy or any reproductive health decisions, genetic disposition, neurodiversity, color, age, weight, national origin, citizenship, familial status, marital status, domestic victim status, military and veteran status or any other basis protected by law.*

*We pledge to uphold equality in our hiring and employment practices, and to create an environment where everyone, from any background, can do their best work.*

### JOB DESCRIPTION

As a core member of Caramoor's Marketing Department, the Digital Content Manager (DCM) joins the Creative Media Group (CMG) to implement the strategic plan across Caramoor's digital channels. The DCM will operate as a thought partner who works closely with other members of CMG to develop creative marketing solutions with a focus on in-house video production, website management, email outreach, and other forms of digital media.

About the Creative Media Group: CMG manages Caramoor's owned media channels (website, email, social media) and produces creative content to support programmatic offerings and institutional goals. CMG is responsible for accurately representing the organization; its programs, performances, story, and message.

## **ESSENTIAL DUTIES & RESPONSIBILITIES**

### **Video:**

- Contribute to the strategic planning of video media. Conceptualize and make recommendations to the team.
- Plan, coordinate, and conduct video shoots. Complete post-production work including editing per the storyboard, properly color grading raw footage, providing sound design, and implementing motion graphics as needed.
- Edit short-form videos for social media and other platforms, producing content in a timely fashion.
- Coordinate and assist in hiring and directing outside partners/vendors, as needed.
- Manage the video archive, recommending strategies for best practices.
- Lead efforts to build robust video capabilities within Caramoor.

### **Website:**

- Act as the in-house website administrator, exercising ownership, completing edits, and coordinating routine maintenance with the development team.
- Manage the build of seasonal events and ensure continuous event control.
- Collaborate with other members of CMG to develop the web-based program book, implementing industry standards and best practices.
- Implement multi-media content in an engaging and compelling way.
- Monitor Google Analytics to leverage audience behavior and inform marketing decisions. Present findings to the department and make recommendations accordingly.
- Coordinate with Caramoor's digital marketing partners to maximize SEO efforts and returns.
- Ensure clear and concise reporting of site traffic and trends and produce monthly summaries of web activity with key takeaways.
- Monitor the general marketing mailbox.

### **Photography:**

- Assist with outlining the photo strategy, coordinating with outside vendors to ensure event coverage.
- Review and edit images as needed.
- Manage the photo archive.

### **Email Marketing:**

- Develop and lead the email marketing strategy.
- Manage weekly, targeted, and pre/post-concert email campaigns.
- Work closely with the Director of Ticketing & Guest Relations to manage customer email database.
- Track and report performance to maximize audience reach and effectiveness. Make recommendations accordingly.

### **Storytelling, Blog, and E-Learning:**

- Aid in developing a content strategy that supports organizational goals and promotes audience education and institutional advancement efforts.



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- Work closely with the broader Caramoor team to develop content, produce articles, and play an active role in growing Caramoor's multi-media efforts.

## **REQUIRED SKILLS AND QUALIFICATIONS**

### **Experience**

Candidates should have a Bachelor's degree and minimum of two years of experience in a non-profit or agency setting. This experience should span strategic planning and creative execution.

### **Software and Technology Expertise**

Candidates should be proficient in Adobe Premiere Pro, Final Cut Pro, or similar with the ability to edit, color grade, and manipulate raw footage. Candidates should also be competent with WordPress and have a firm understanding of content management systems. Experience evaluating data with Google Analytics is preferred and experience in Adobe After Effects is a plus.

### **Personal Attributes**

Candidates must be a storyteller with a passion and interest in content creation. They should be a strong editor with a keen eye for detail and a working knowledge of brand management. Candidates should also be strong collaborators and effective self-starters who have the ability to manage projects and devise creative solutions to marketing problems.

### **Values and Culture**

Candidates should have an appreciation for music — in a variety of genres — and a passion for inspiring others.

### **Working Conditions**

Candidates must be willing to work within an administrative office on Caramoor's 80-acre, wooded campus. Candidates must also have the flexibility to work evening and weekend events, particularly during the summer season.

## **TO APPLY**

Please submit your cover letter and resume no later than January 21, 2022 to [personnel@caramoor.org](mailto:personnel@caramoor.org) with "Digital Content Manager" in the subject line. We will only contact candidates who are considered for the role. No phone calls, please. For more information, visit [caramoor.org](http://caramoor.org).