Job description: VISUAL CONTENT DEVELOPER

The Florida Orchestra seeks a Visual Content Developer to tell the story of the orchestra's mission, music and musicians through visual projects across social media and a variety of platforms to support the orchestra's goals and objectives as part of the communications/marketing team.

Reports to: Chief Communications Officer

Position summary

This is an opportunity for a creative Visual Content Developer to be part of the largest professional orchestra in Florida, based in Tampa Bay. Last season, The Florida Orchestra performed more concerts for live audiences than any other orchestra in the nation and is leading the way for the arts in Tampa Bay and beyond.

TFO is looking for a fresh, visual approach to strengthen its connection with new and existing audiences, grow attendance and heighten positive brand awareness. This person will attend concerts/events to capture the energy and passion of a world-class orchestra and its patrons for social media and other platforms.

This person must have experience managing creative products from start to finish; come up with ideas for social media and other digital marketing activities; shoot photos; film and edit content; and write basic posts for social media. Must be well-organized and self-motivated; have excellent creative, written and communication skills; be flexible and adaptable; and have a positive, strategic and problem-solving attitude.

Responsibilities and skills

- Execute a results-driven digital media strategy, in conjunction with the communications/marketing team.
- Create, edit and maintain video and photo content for social media and other digital platforms.
- Recognize and foster non-traditional means for content distribution.
- Develop an optimal posting schedule, considering web traffic and audience engagement metrics, in conjunction with the team.
- Attend events and capture/produce social media content – live when appropriate.
- Apply industry best practices.

- Develop, grow and retain audience engagement.
- Build meaningful connections/partnerships and encourage community members through dialogue and messaging.
- Stay up-to-date with changes in all social platforms, digital growth strategies, and explore new ways to maximize effectiveness.
- Maintain unified brand voice across all digital platforms.
- Plan and organize external photography and videography as needed.
- Post production and editing of photography and videography
- Work collaboratively with other team members, designers to ensure a consistent, integrated brand perception and visual identity.
- Lay the groundwork for implementing a photo/video archive and instilling best practices.

Additional responsibilities
The Visual Content Developer is expected to attend meetings and various committee or task force meetings as requested/required. Concert duty nights/weekends is part of the job and required. The person will assist with special projects, assignments and any additional duties deemed appropriate or as needed.

Additional Information
Salary is competitive within the industry, commensurate with experience and expertise, and includes a competitive benefits offering. This an exempt position, requiring availability during standard business times as well as evening and weekend hours.

About The Florida Orchestra
Now in its 54th season, the non-profit Florida Orchestra is recognized as Tampa Bay's leading performing arts institution and one of the most vibrant and innovative orchestras in America. Under the leadership of Music Director Michael Francis, TFO performs series of classical, popular, rock, movie and light symphonic morning concerts in Tampa, St. Petersburg and Clearwater, as well as free Pops in the Park concerts. The orchestra is dedicated to connecting to the community both in-person and virtually, with family and youth concerts and other educational programs.

The Florida Orchestra is a registered 501(c)3 non-profit and equal opportunity employer. We strongly encourage minority candidates to apply.