



Ars Nova
SINGERS

P.O. Box 4151
Boulder, CO 80306-4151

ArsNovaSingers.org

JOB TITLE: Digital Communications Coordinator
REPORTS TO: Ars Nova Singers Executive Director
STATUS: Part-Time, approximately 10 hours/week, flexible

POSITION DESCRIPTION:

The Digital Communications Coordinator plans and executes social media, digital communications, and marketing campaigns that engage and inform, motivating Ars Nova's audience and the broader community to participate in our activities and performances. This position is responsible for content creation and delivery across digital platforms, exploring new marketing opportunities, and analyzing the effectiveness of existing strategies. Working closely with the Executive Director and the Artistic Director, the Digital Communications Coordinator works to convey Ars Nova's brand, organizational aesthetic, and activities to both traditional and new audiences.

KEY RESPONSIBILITIES:

- Design and execute Ars Nova's social media strategy (including at minimum Facebook, Instagram, and YouTube; others as deemed appropriate) in support of Ars Nova's activities.
- Plan, execute, analyze, and optimize digital marketing campaigns, including paid social media, SEO, and Google advertising.
- Generate buzz! Consult with ED and AD on blog posts, interviews, and short articles that creatively capture Ars Nova's activities and performances (might include interviews with performers, composers; articles about featured musical works; collecting and assembling audience feedback, etc.)
- Create, assemble, and manipulate engaging visual images and video to support these written works.
- Attend rehearsals and performances as necessary to be closely connected to our activities and able to generate an insider's perspective.

OTHER:

- Consult with ED to optimize email communications; help create a structured email calendar
- Consult with ED and AD to update Ars Nova's website, arsnovasingers.org, to keep content current and engaging.

Music You Can Feel



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DESIRED QUALIFICATIONS:

- Experience with and full understanding of social media platforms and creating social media campaigns
- Experience with photo/image manipulation software (Photoshop, Illustrator, Affinity Photo, etc.)
- Experience with audio and video editing is a positive.
- Demonstrated excellence in writing, proofreading, and editing.
- A passion for the arts is a must; a background in the performing arts—specifically choral or classical music—is a plus.
- Excellent attention to detail; strong listening and communication skills.
- Willingness to work in an open, respectful, and collaborative environment.

HOW TO APPLY:

Please submit a cover letter and resume to Kimberly Brody, Executive Director, kimberly@arsnovasingers.org. Colorado Equal Pay for Equal Work Act (SB 19-085) Information: Compensation for this position is \$28 per hour; approximately 10-15 hours per week as needed; negotiable

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