

OREGON SYMPHONY

JOB DESCRIPTION

Email and Digital Content Manager

EXEMPT STATUS:	SALARIED (EXEMPT)
REMOTE HYBRID ELIGIBLE:	YES
DEPARTMENT:	MARKETING
REPORTS TO:	DIRECTOR OF MARKETING
DIRECT REPORTS:	NONE
EFFECTIVE/LAST UPDATED:	MARCH 12, 2025

POSITION SUMMARY:

The Email and Digital Content Manager plays a critical role in enhancing the Oregon Symphony's digital presence and driving engagement with new and returning audiences. This position is pivotal in executing digital marketing strategies using tools in our marketing-tech stack and ensures that the Oregon Symphony's website and digital communication channels follow best practices and are aligned with the organization's mission and brand. By managing web content, executing digital marketing campaigns, and analyzing performance metrics, this role supports the Symphony's efforts to increase ticket sales, foster donor relationships, and build community awareness. The position also serves as a key collaborator across departments, providing technical expertise and creative solutions to achieve organizational goals in the digital space.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Content Management System (CMS) Administration:

- Manage the input, organization, and optimization of content in Hygraph, ensuring consistency and adherence to brand guidelines. This includes building event pages, promotional landing pages, and overseeing updates for all departmental pages.
- Manage the input, organization, and optimization of content in Hygraph, ensuring consistency and adherence to brand guidelines.
- Work closely with marketing and other departments to ensure timely publishing and updates.
- Maintain content taxonomy and metadata for improved searchability and usability.
- Monitor and troubleshoot website performance issues, including downtime and loading speeds, and implement solutions to enhance reliability.

Email and SMS Campaign Management:

- Develop, execute, and optimize email and SMS marketing campaigns using Braze for all departments.
- Collaborate with the design and content teams to create compelling and on-brand messaging.
- Segment audiences and personalize communications to maximize engagement and conversion rates.
- Analyze campaign performance metrics (open rates, click-through rates, etc.) and create actionable recommendations to improve engagement.

Content Strategy:

- Collaborate with internal stakeholders to develop engaging multimedia content to engage key segments including posts, news articles, and social media integrations, that align with organizational goals.
- Plan and execute strategies for growing digital audiences, with a focus on expanding reach to underrepresented communities.
- Stay up to date on digital marketing trends and emerging technologies to inform content and personalization strategy.

Data Analytics and Reporting:

- Monitor and report on key metrics across email, SMS, and web content performance utilizing Braze, GA4, and Business Intelligence (BI) tools.
- Create comprehensive reports to assess ROI on digital marketing efforts and share insights with leadership.
- Use analytics data to refine content and website features for continuous improvement.

Marketing Automation and Technical Integration:

- Act as the primary point of contact for IT and external vendors to address technical issues and implement website upgrades.
- Optimize the use of Braze's automation capabilities to drive lifecycle marketing campaigns.
- Partner with the technical team to ensure seamless integration between Braze, Hygraph, and other platforms in the marketing tech stack.
- Ensure website and digital communications comply with security protocols, data privacy regulations, and accessibility standards. (Added)
- Explore and recommend solutions for product catalogs to integrate into digital advertising platforms to broaden reach and impact.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or a related field, with 3-4 years in a related field.
- Experience with customer engagement platforms such as Braze and headless content management systems such as Hygraph and familiarity with leveraging databases such as Snowflake and ticketing software such as Tessitura is preferred.
- Strong understanding of email marketing best practices, including segmentation and personalization.
- Familiarity with HTML and CSS for email templates a plus.
- Analytical mindset with experience in using tools like Google Analytics, Braze reporting, or similar.
- Outstanding writing, editing, and proofreading capabilities, coupled with a strong commitment to producing high-quality, detail-oriented work.
- Proven ability to manage projects efficiently, employ innovative problem-solving techniques, and leverage data analysis to drive strategic decisions. Adaptable to evolving priorities and dynamic work environments.
- A team player with exceptional communication and interpersonal skills, fostering positive and productive collaboration across departments.
- Highly organized with superior time-management skills, ensuring tasks and projects are completed on schedule and to the highest standard.

ADDITIONAL COMPETENCIES:

- **Professionalism:** Maintains a respectful, tactful approach in all interactions, manages stressful situations with poise, upholds ethical standards, and demonstrates reliability by following through on commitments and maintaining integrity.
- **Collaboration & Communication:** Actively contributes to a team-oriented environment by offering and accepting feedback, listening attentively, participating meaningfully in discussions, and balancing personal and group responsibilities for collective success.
- **Motivation and Initiative:** Displays a proactive mindset with minimal supervision, consistently pursuing growth opportunities, tackling challenges with determination, and showing a readiness to take calculated risks and accept new responsibilities.
- **Dependability:** Demonstrates reliability by being punctual, meeting commitments, and adhering to instructions, ensuring work is completed on schedule and communicating effectively when adjustments are needed.
- **Quality and Quantity of Work:** Strives for accuracy and thoroughness, proactively seeks feedback for continuous improvement, monitors productivity to meet and exceed standards, and maintains a balance between speed and precision in completing tasks.

WORK ENVIRONMENT

This position is currently following a hybrid work model with 2-3 days per week in the office.

This job description outlines the primary responsibilities of the position but is not an exhaustive list. The employee may be asked to perform additional duties as necessary to support organizational goals.