



Organization:	Louisville Orchestra
Job Title:	Marketing Coordinator
Reports to:	Director of Marketing
FLSA:	Full-time, Non-Exempt

Job Summary:

The **Marketing Coordinator** is the key support role within the Louisville Orchestra's marketing department. This position ensures the smooth execution of campaigns, content scheduling, and day-to-day logistics. This role touches nearly every platform—email, social, website, digital programs, signage—and plays a critical part in making sure the orchestra's public presence is timely, accurate, and aligned with organizational goals.

Ideal Candidate:

This role is perfect for someone early in their marketing career who is hungry to grow and excited to dive in. The ideal candidate is a proactive problem-solver who hustles, thinks creatively, and takes initiative without waiting to be asked. You're the kind of person who shows up prepared, thrives in fast-paced environments, and takes pride in getting the details right.

You should love the arts, enjoy being part of a team that works evenings and weekends for concerts and events, and feel at home in social settings. You're naturally curious about digital trends, plugged into what's working on social media, and eager to contribute fresh ideas that help connect the orchestra with new audiences. If you're looking for a role that blends logistics, creativity, and the excitement of live performance, this job is for you.

Main Areas of Ownership

- **Digital Marketing & Communications:** Create and distribute audience communications across email, SMS, website, mobile app, digital programs, and push notifications.
- **Content Creation & Social Media:** Create graphics, copy, photography, and short-form video while helping maintain a fresh, active, and engaging organic social presence.
- **Concert & Campaign Marketing:** Support ticket sales and registrations through promotional campaigns, patron communications, concert coverage, and on-site marketing.
- **Marketing Operations & Coordination:** Maintain calendars, deadlines, creative assets, printed materials, and campaign deliverables to keep the department organized and moving forward.

Duties and Responsibilities:

- Update website content, event pages, blogs, digital programs, and mobile app content to keep all audience-facing information fresh and accurate.
- Write marketing copy including event descriptions, press releases, social media posts, emails, and promotional messaging.

- Create graphics, social content, and short-form video using Canva, Adobe Creative Suite, CapCut, and similar tools.
- Capture photo and video content at rehearsals, concerts, and events, while building relationships with musicians, artists, patrons, and community members.
- Support ticket sales, registrations, donations, merchandise, and other revenue campaigns through coordinated digital and on-site promotion.
- Prepare marketing materials for concerts and events, including signage, marketing tables, digital screens, and printed collateral.
- Attend concerts and events to support customer service, event execution, audience engagement, and real-time social media coverage.
- Maintain marketing calendars, deadlines, asset libraries, and project timelines across the department.
- Coordinate with internal departments, vendors, and printers to gather materials, manage deliverables, and keep projects moving.
- Track basic email, social, and digital performance metrics and support ongoing campaign reporting.
- Provide general administrative and production support for the marketing team

Education

Bachelors in Marketing, Communications, Music, Arts Administration, Sports Management, or similar.

Qualifications

- 1–2 years of professional or internship experience in marketing or related fields
- Highly organized and attentive to details, timelines, and formatting
- Comfortable working in content management systems, email platforms, and social media tools
- Enthusiastic team player with a positive attitude and willingness to learn
- Strong written communication skills
- Ability to juggle multiple projects in a fast-paced environment
- Familiarity with Canva, Mailchimp, WordPress, or similar tools is a plus
- Interest in the performing arts and/or nonprofit work is welcome, but not required

To Apply:

Please send Resume and Cover Letter to
Mallory Kramer, Director of Marketing
mkramer@louisvilleorchestra.org

Deadline to apply is Friday, September 18.