

Role Description Digital Media Coordinator Second-Wind Ensemble FINAL

Role of Second-Wind Ensemble Digital Media Coordinator

The role of the digital media coordinator is to be responsible for the development and maintenance of the digital assets of Second-Wind Ensemble, with the aim of enhancing the band's public image and improving digital communication to engage effectively with band members and the community. Responsibilities within this role include management of the band's website to ensure information remains up-to-date, current, accessible and is effectively promoted. The Digital Media Coordinator is also responsible for monitoring and posting on the band's social media, including Facebook pages, YouTube channel, and other relevant social media platforms. This role also includes providing support to the committee and band members through education and training in optimal use of social media. The Digital Media Coordinator is responsible for monitoring website and social media engagement, and regularly reporting analytical data to the committee.

Desirable Attributes:

- Strong computer literacy, well-organised and detail-oriented.
- Practical experience with, and understanding of, management of all relevant digital media platforms: Wix-based SWE website, Facebook (private group and public page), SWE YouTube channel, Instagram, and others.
- Consistently active member of committee (to ensure immediacy of access to information about all band activities).
- Effective written and verbal communication skills.
- Collaborative mindset, proactively seeking ways to contribute to team success.
- Ability to work responsibly and appropriately with confidential information.
- Familiarity with online marketing strategies and marketing channels.

Specific duties include but are not limited to:

- Maintain the SWE website (manage, monitor and update), with priority given to accuracy of content (especially contact details and functioning contact form), regular updating of blog post and upcoming band activities.
- Maintain the SWE Facebook public page and the SWE YouTube channel, with priority given to linking into social media/digital media campaign to ensure regular posts.
- Develop and maintain a repository of digital media content in the SWE Google Workspace: liaise directly with the music director regarding suitability of proposed content, explore all potential sources of suitable content (including current band members and third party online sources).
- Digital media content creation:

Create engaging text, image and video content, that is also accurate, clear, and consistent. Design posts to sustain readers' curiosity and trigger action/response (such as liking and sharing).

Research current trends and online audience preferences in order to create relevant content.

Develop and implement creative content posting calendars across all digital channels, including website, blog, social media, (and email marketing).

Create and manage digital marketing campaigns. These may be general or specific (e.g. "Not the Fringe")

- Track performance of SWE digital media platforms (web traffic and visitor engagement), evaluate results using analytical tools generating digital metrics, and regularly report results to the committee.
- Develop digital media content to share with appropriate community-based third parties with online presence.
- Provide digital media support and knowledge resources for other committee members and band members.