Cedar Rapids Municipal Band

Social Media Coordinator – Job Description

Primary Responsibility: Develop, maintain, and oversee all aspects of the Cedar Rapids Municipal Band’s presence in social media, as well as other online platforms (CRMB website, advertising, other websites, etc.)

Salary: $1,200 per year (Annual contract beginning April 1. Most work will occur during June and July, though some will occur during the rest of the year.)

Individual tasks include, but are not limited to:

• Maintain and update CRMB Facebook, Twitter, and Instagram multiple times weekly throughout the season (typically first week of June through first week of August).
• Maintain a social media and online presence with some regularity in the off-season. This will be especially important in April and May, as the season approaches.
• Evaluate viability of other social media outlets, and if deemed effective, incorporate into CRMB publicity (Snapchat, etc.).
• Find online venues to advertise (free or very cheap) CRMB concerts. This includes, but is not limited to, Hoopla, community events calendars, etc.
• Post concert programs on CRMB platforms (ask conductor for repertoire each week). These posts should include both complete concert programs (at the beginning of the week), as well as shorter highlights (e.g. “A reminder that this evening we are performing a medley from Star Wars!”) throughout the week.
• Take photos (especially informal and candid) of rehearsals and performance, and post to CRMB platforms. Photos should include other musicians, audience members, the conductor, guest artists, pieces of sheet music being performed, etc. (Note: the CRMB does employ a professional photographer to attend at least one performance per week. Social Media Coordinator photos are not archival in nature—rather, they are to help increase audience interest.)
• Create human interest stories and post to CRMB platforms. These could involve CRMB musician profiles (“Musician of the Week”), fun facts about the guest artists, etc.
• Post interesting facts about music the CRMB is performing. The conductor creates program notes that often contain such facts, but the Social Media Coordinator is encouraged to seek out other facts, as well.
• Assist with maintenance and updating of CRMB website. (Note: CRMB has a webmaster familiar with technical demands of maintaining the website. Social Media Coordinator will primarily advise on the overall look and content of the website and, if comfortable, assist with making updates and changes.)
• Throughout season, coordinate with Business Manager to ensure that all weather-related announcements are promptly posted to CRMB social media outlets.

The best candidate will be willing and available to attend rehearsals and performances throughout the season. The Social Media Coordinator should attend the first 15 minutes of rehearsal (at least seven of the nine rehearsals) and the entirety (60 minutes) of concerts (at least half of the 18 concerts). Current CRMB members or frequent substitute musicians are encouraged to apply.