



Content & Social Media Manager

Reports To: Sr. Director of Communications

Department: Marketing

Status: Full-time, exempt

Salary Range: \$48,000-50,000 annually plus competitive benefits package

Position Summary

If you're a storyteller who knows how to turn moments into momentum, the Charlotte Symphony Orchestra wants to hear from you. The Charlotte Symphony Orchestra is looking for a creative, skilled content creator to join its marketing team as Content & Social Media Manager. The position leads organic social strategy across all channels, crafting content that reflects the artistry on stage and drives real audience engagement.

The ideal candidate is a strong writer, a precise editor, and someone who knows how to build and nurture on-line communities. They'll work closely with colleagues across the organization to grow and sustain audience relationships.

About the Charlotte Symphony Orchestra

The Charlotte Symphony Orchestra (CSO) is one of the premier music organizations in the Southeastern United States and the oldest continuously operating symphony orchestra in the Carolinas. As Charlotte's most active performing arts group, the CSO presents around 175 concerts each season, reaching more than 165,000 music lovers.

The 2026–27 season marks Music Director Kwamé Ryan's third season at the artistic helm of the Charlotte Symphony and centers on a season-spanning exploration of resilience. Across the Classical, Pops, Movie, and Family series, the season brings together contemporary voices, celebrated guest artists, and repertoire spanning centuries to reflect on heroism, hope, and the resilience of the human spirit. Highlights include internationally acclaimed violinist Joshua Bell, the World Premiere of a new commission by CSO Spotlight Artist Levi Taylor, monumental works such as Beethoven's Ninth Symphony and Strauss's *Ein Heldenleben*, and popular programs showcasing the Orchestra's versatility, including The Music of Tina Turner and Back to the Future in Concert.

With 65 full-time musicians, the Symphony performs throughout the community in a variety of venues, from the Belk and Knight theaters to parks, breweries, community centers, schools, senior care centers, and places of worship. With its mobile stage, CSO Roadshow, the Symphony extends its reach directly into neighborhoods, bringing live music to communities across the region.

Key Responsibilities

Content Creation & Editing

- Capture video and photo content at rehearsals, concerts, and community events
- Develop new short-form series specific to each platform to increase engagement and attract new patrons/followers
- Document musicians, guest artists/conductors, and life of the orchestra in real time
- Manage a library of usable content for ongoing use
- Ensure that all materials meet the highest standards of excellence and comply with CSO's style, branding, and messaging goals

Social Media Management

- Own day-to-day management of social media channels
- Increase engagement for existing audiences with high-quality social initiatives
- Maintain consistent brand voice and messaging
- Stay up-to-date with social media trends, algorithm adjustments and demonstrate best practices
- Establish key performance indicators to understand efficacy of existing social campaigns and adjust strategy for further optimizations
- Monitor and respond to comments, messages and mentions to foster community engagement
- Support paid social campaigns in coordination with other team members as needed

Content Planning & Collaboration

- Work with the Sr. Director of Communications to execute weekly editorial plan
- Support marketing campaign moments with content, including static graphics and video content
- Coordinate and partner with musicians, staff, and creative artists to identify story opportunities and development of new content
- Assist with website content updates as needed
- Assist with other department activities as needed

Qualifications

- Bachelor's degree in marketing, communications, or related areas
- Minimum of 2-3 years of experience managing social media business accounts
- Strong writing, copyediting, and proofreading skills
- Strong visual instincts across both static and video content, with ability to execute on-brand assets independently
- Proficiency in social analytics
- In-depth knowledge of social media trends and platforms, including Instagram, Facebook, Threads, X, YouTube, and TikTok
- Proficiency in Adobe Creative Suite, including Photoshop, Premiere Pro, and Illustrator
- Reliable self-starter with ability to work both independently and cooperatively as part of a team
- Experience covering live events a plus
- Availability for evening and weekend work is required

Note: CSO Administrative Staff follow a hybrid work schedule, a minimum of 4 days in the office.

How to Apply

Interested candidates should submit a **resume and cover letter** outlining their qualifications and interest in the position to **employment@charlottesymphony.org** by July 31, 2026. No phone calls please.

The Charlotte Symphony is an equal opportunity employer. We encourage applicants of diverse backgrounds and hire without regard to race, color, gender, religion, national origin, ancestry, citizenship, disability, age, sexual orientation, or any other characteristic protected by law. Different makes us better.