



Digital Content Creator (Social Media)

Role

We are looking for a creative and innovative freelance Digital Content Creator (Social Media) to administer our social media accounts (currently Facebook, Instagram and YouTube). You will create original text and audiovisual content, manage posts and respond to followers, showcasing the Orchestra's current work and promote future concerts. Being able to speak several European languages will be an advantage.

As a Digital Content Creator, you will be up-to-date with the latest digital technologies and social media trends. You will have a strong interest in classical music and orchestras, as well as excellent communication and interpersonal skills. You will have the creative skills to be able to express the ethos, ideals as well as the day to day life of COE with understanding and in the most engaging way. You will also be open to feedback and have a willingness to grow into the role, learning about the COE as you go. By generating high levels of web traffic and customer engagement you will increase our social media presence and profile.

You will be working with a world-class European orchestra in a demanding and exciting environment and on projects from inception to realization. We expect that you would join the orchestra on tour for the majority of our projects.

If you set very high standards for yourself, are self-motivated, resourceful, both people and detail-oriented, we want to hear from you.



Key Responsibilities

- Generate, edit, publish and share engaging content (e.g. original text, photos, videos and news) as appropriate whilst with the orchestra on tour and also when at home between projects.
- Confidently engage with the COE musicians, management colleagues, conductors and soloists to create content as required.
- Liaise with promoters/agencies/artists to support their promotional efforts around our concerts on all social media platforms.
- Communicate with followers and respond to queries in a timely manner.
- Perform research on current benchmark trends and audience preferences.
- Set specific objectives - such as specific number of followers to be achieved by the end of the year, level of engagement, etc.
- Design and implement social media strategy to align with orchestra's ethos and branding guidelines.
- Work closely with the Business Development Manager to plan and implement the social media calendar
- Support the Business Development manager by providing content for the website and the newsletter.
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights.
- Analyse competitor activity.
- Collaborate with Business Development manager to ensure brand consistency. You will ensure that the COE's image and ethos is presented in a cohesive way to achieve our marketing goals,
- Form key relationships with influencers in the classical music world across social media platforms.
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures).
- Suggest and implement new features to develop brand awareness, for example competitions.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Assist the Business Development manager on tour and occasionally lead with marketing and PR related initiatives for example, orchestra group photos, meetings on tour, concert info stands etc.



Minimum Expertise, Knowledge and Experience Required

- Proven work experience as a Social Media Manager
- Strong interest in classical music and the orchestra world
- Sensitivity to the pressures faced by the musicians, soloists and conductors
- Have confidence and the ability to take initiative
- Hands-on experience in content management
- Be thorough and have an eye for detail
- Passion for storytelling
- Excellent English copywriting skills
- Speaking additional languages is desirable
- Ability to produce and deliver creative content (text, image and video), including post-production and editing skills
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication and interpersonal skills
- Analytical and multitasking skills
- Be a team player and a keen traveler

Conditions

The position is offered on a freelance basis and involves work on tour as well as at home. It is likely that you will travel on tour with the orchestra for approximately 100 days per year (+/- 20 days).

A generous remuneration package is offered by negotiation, subject to experience. Travel, hotel and per diem expenses will be paid when on tour. It is likely that you will own your own audiovisual equipment, including the necessary editing software, and that this will be insured by the COE when on tour.

It is expected that the successful applicant will be able to start work with the COE as soon as possible following selection. The Social Media Manager works closely with the Business Development Manager. You will report to The General Manager. The COE is an Equal Opportunities employer. Applicants must already have work authorisation for both the UK and EU.



Invitation to tender procedure

Please email your expression of interest to vacancy@coeurope.org marked "Digital Content Creator" in the subject field. Your expression of interest should include a cover letter, CV as well as examples of previous relevant work. Should you be short-listed, you will be invited to send us a detailed proposal.

Timeline:

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| Closing date for expressions of interest: | January 8 th 2025 |
| Call for proposals: | January 22 nd 2025 |
| Deadline for proposals: | February 10 th 2025 |
| Invitation to presentation and interview: | February 14 th 2025 |
| Presentations: | week of March 3 rd 2025 |
| Start date for the successful candidate: | As soon as is practical |

Please note that we will confirm receipt of all expressions of interest and only enter into further correspondence with candidates who are selected to submit proposals.



Chamber Orchestra of Europe – Additional information

Introduction

The Chamber Orchestra of Europe (COE) was founded in 1981 by a group of young musicians who became acquainted as part of the European Community Youth Orchestra (now EUYO). There are now about 60 members of the COE, who pursue parallel careers as international soloists, Leaders and Principals of nationally-based orchestras, as eminent chamber musicians, and as tutors of music.

The COE has strong links with many of the major concert halls in Europe and has residency agreements with the Palace of Esterhazy in Eisenstadt and Casals Forum in Kronberg.

Over the years the COE has performed with many of the world's most renowned artists and has developed especially close relationships with Yannick Nézet-Séguin, Sir Antonio Pappano, Sir Simon Rattle, Sir Andrés Schiff and Robin Ticciati.

The COE is a private orchestra and receives invaluable financial support from a number of Friends including particularly The Gatsby Charitable Foundation and The Underwood Trust.

For more information about the COE please visit <https://www.coeurope.org/>

You can also listen to the COE's podcast, Interlude, here:

<https://www.coeurope.org/coe-podcast/>

Chamber Orchestra of Europe Ethos

The Chamber Orchestra of Europe was launched in 1981 to enable a group of friends to create their own musical enterprise. The key to the Orchestra's survival and success over the years has been its extremely high musical standards, standards that could not have been achieved unless every individual member felt totally involved, and above all had a say in its destiny.



The COE has been completely independent from the day it gave its first concert, and is not beholden to any government body, institution, principal conductor or artistic director. It is for members (playing and non-playing) to decide what is in the best interests of the Orchestra as a collective entity, at the same time as taking into account (as far as possible) the aspirations of individuals within the Orchestra.

The COE has never had any rules or regulations, but does have a set of guidelines that has evolved over time based on mutual respect and democratic principles. It is up to its members to solve problems and provide a challenging, stimulating and attractive way of life for all involved. The original objectives, which were the reasons for the Orchestra's creation, and that are the ideals of the COE (the pursuit of excellence, breaking down barriers, and achieving international success against the odds) are as important today as they were when it started out in 1981.

The Management structure of the COE:

The Chamber Orchestra of Europe (COE) is a UK company limited by guarantee with full charitable status. There are three Directors of the Company, who are also Trustees of the Charity.

Trustees: James Judd, Michael Hoare, Peter Readman (Chairman)

Executive Committee: The Executive Committee is comprised of two non-elected members (Chairman and General Manager), and five bi-annually elected Orchestra Members. This body is responsible for formulating and deciding the artistic policies of the COE which are subsequently implemented by the management. The COE Planning and Personnel Manager is "ex-officio" and coordinates the group.

Management team:

General Manager
Simon Fletcher

Responsible for implementing policies, contracting the players and management team, and for the day to day running of operations and administration. Is line manager to the following members of staff:



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| Planning and Personnel Manager Camilla Follett | Orchestral Personnel, Rehearsal Planning, Chamber Music Co-ordination, General duties in support of the management team both on tour and at the office. |
| Tour and Project Manager/Librarian Derri Lewis | Tour Management (travel/hotel bookings and tour logistics), Librarian. Supporting Concert/Stage Management. General duties in support of the management team both on tour and at the office. |
| Stage and Project Manager Tiago Carvalho | Concert/Stage Management. Supporting Tour Management (travel/hotel bookings and tour logistics), General duties in support of the management team both on tour and at the office. |
| Finance and Project Manager Giovanni Quaglia | Finance, Office and Project Management, COE Academy, General duties in support of the management team both on tour and at the office. |
| Business Development Manager Coralia Galtier | Business Development, PR and Marketing, Website, COE "Friends", General duties in support of the management team both on tour and at the office. |
| Accountant Norman Thomas | |