



Changing Lives Through Music!
Michael Stern, Music Director

Position: CONTENT MARKETING COORDINATOR
Department: Administrative
Office: Seasonal, full-time
Location: Breckenridge, CO

The National Repertory Orchestra offers a unique, hands-on experience in orchestral performance and arts administration. Spend your summer in beautiful Breckenridge, CO, gaining real-world skills to launch your arts career.

Description:

As the Content Marketing Coordinator, you will play a key role in developing and implementing content that enhances the NRO's brand and engages with audiences across digital platforms. You'll collaborate closely with the marketing team, musicians, and stakeholders to create compelling content that highlights the NRO's performances, educational initiatives, and community impact. This is a hands-on opportunity for students or early-career professionals interested in the arts, marketing, and digital media. You will gain valuable experience in content creation, social media strategy, audience engagement, and nonprofit marketing.

Based out of the administrative offices, the Content Marketing Coordinator will report to the Director of Marketing and will work closely with the CEO, Director of Development, Director of Administration and Community Relations, Director of Artistic Administration and the Festival Arts Administration fellow along with the Development Fellow, Orchestra Manager, and other staff.

Why You Will Love the NRO:

The NRO is an inclusive organization dedicated to teamwork and a highly communicative atmosphere. This professional workplace encourages interaction, synergy, positive feedback, and goal-oriented individuals, all working together to enhance the future of classical music and the Arts.

What You Will Do:

- **Content Creation:** Develop engaging content for NRO's digital platforms, including website, social media channels (Instagram & Facebook), and email newsletters.
- **Social Media Management:** Assist in planning, scheduling, and posting content across NRO's social media platforms, ensuring alignment with organizational goals and brand voice.
- **Multimedia Support:** Capture and edit photos, videos, and audio clips of rehearsals, concerts, and behind-the-scenes activities for promotional use on social media.
- **Audience Engagement:** Monitor and respond to social media interactions, fostering positive engagement with NRO's online community.
- **Email Marketing:** Assist in the creation and distribution of email campaigns to promote concerts, special events, and fundraising initiatives.
- **Content Strategy:** Collaborate with the marketing team to develop creative campaigns and contribute to NRO's overall marketing and communications strategy.

- **Event Promotion:** Support the promotion of concerts, special events, and community engagement activities through digital marketing initiatives.
- **Analytics and Reporting:** Track content performance and social media metrics, preparing regular reports to inform future marketing strategies.
- Other duties as assigned.

Candidate Profile:

- General familiarity of and passion for music and the Arts
- Current student or recent graduate in marketing, communications, journalism, digital media, or a related field.
- Strong writing and communication skills, with an ability to adapt tone and style for different audiences and platforms.
- Attention to detail with a knack for storytelling and an interest in developing successful marketing campaigns.
- Familiarity with social media platforms (Instagram & Facebook) and basic knowledge of social media strategy and best practices.
- Basic graphic design and editing experience, and proficiency in relevant software (e.g., Adobe Creative Cloud, Canva, etc.) a plus.
- Highly organized with ability to work independently or with a team and to effectively manage multiple projects.
- Detail-oriented and proactive in contributing creative ideas to marketing campaigns.
- Ability to lift, move or transport up to 50lbs, with or without accommodation.
- Must be able to supply your own computer.

Compensation:

- ✓ \$200-\$300 per week paid in arrears on the 15th and last day of each month.
- ✓ FREE employee housing in Breckenridge (\$4000 value)
- ✓ \$85 weekly food stipend

Your Time in Breckenridge:

The position will begin in early June and run through mid-August. Exact dates TBA.

How to Apply:

Prepare a one-page resume along with a cover letter and a list of at least three references complete with their contact information and relationship to you. If you have a portfolio of relevant work, please include.

Send to info@nromusic.org. Please type **"Content Marketing Coordinator"** in the subject line.

Applications are accepted until position is filled.

About the National Repertory Orchestra:

The National Repertory Orchestra (NRO) is a 501(c)(3) nonprofit dedicated to inspiring the next generation of classical musicians through transformative education and performance. Based in beautiful Breckenridge, Colorado, the NRO's prestigious, tuition-free Summer Music Festival brings together 80 exceptional musicians to perform more repertoire than any other festival of its kind. Under the leadership of Music Director Michael Stern and world-renowned guest conductors, the NRO presents up to 18 concerts and 85 free community events each season.

For over 60 years, the NRO has prepared musicians for successful professional careers, fostering leadership and connection through music. Our alumni now perform in major orchestras and serve as influential voices across the arts.

Diversity, Equity and Inclusion:

The National Repertory Orchestra is engaged in the ongoing work of identifying and dismantling systems of racism, discrimination, and barriers to access and is committed to build more just ones. We are focused on the actions necessary to build greater equity and inclusion, creating an environment where all people involved with the NRO can feel safe, welcomed, included and respected. To learn more, [read the NRO's DEI Statement](#).

The National Repertory Orchestra is proud to be an equal opportunity employer, and celebrates our employees' differences, regardless of race, ethnicity, religion, sex, sexual orientation, gender identity, national origin, age, ability, or Veteran status.