WHO WE ARE:

Yo-Yo Ma conceived Silkroad in 1998 as a reminder that even as rapid globalization resulted in division, it brought extraordinary possibilities for working together. Seeking to understand this dynamic, he began to learn about the historical Silk Road, recognizing in it a model for radical cultural collaboration, for the exchange of ideas and tradition alongside commerce and innovation. And in an innovative experiment, he brought together musicians from the lands of the Silk Road to co-create a new artistic idiom, a musical language founded in difference, a metaphor for the benefits of a more connected world.

This initial gathering of artists was rooted in a simple, initial question: “What happens when strangers meet?” And thus Silkroad was born, as both a touring ensemble comprised of world-class musicians from all over the globe, and a social impact organization working to make a positive impact across borders through the arts.

Today, under the leadership of Artistic Director Rhiannon Giddens and Executive Director Kathy Fletcher, Silkroad creates music that engages difference, sparking cultural collaboration and education for a more hopeful and inclusive world. What does this look like?

- Creation of new music — Silkroad develops a musical language founded in difference and collaboration that draws on the rich tapestry of traditions that make up our many-layered contemporary identities.
- The Grammy award-winning Silkroad Ensemble — Silkroad thrills audiences worldwide with a collective of artists representing dozens of nationalities and artistic traditions, demonstrating how great beauty can emerge from great difference.
- Educational partnerships — Silkroad uses the arts to ignite passions and foster education in students, teachers, and musicians through training workshops and residency programs in public schools, universities, prisons, and indigenous and refugee communities.
- Social impact initiatives — Silkroad brings music, hope, and understanding to underserved, yet culturally rich, urban, rural, indigenous, and refugee communities.

For more information, visit silkroad.org.

POSITION OVERVIEW:

Silkroad’s Digital Strategy Manager is the organization’s chief storyteller. They shape the organization’s public identity by setting strategy and creating messaging that highlights the organization that is Silkroad, including the Silkroad Ensemble, and its contributions toward the power of the arts to impact positive social change. The Digital Strategy Manager is responsible for Silkroad’s digital presence, and oversees the creation and implementation of all marketing efforts to support the organization’s artistic, education and social impact programs.
This position is a full-time, exempt role that reports to Silkroad’s strategic initiatives director.

**KEY ROLES & RESPONSIBILITIES:**

*25% Digital Strategy*
- Responsible for Silkroad’s online presence, setting goals and monitoring progress for growing the organization’s audience
- Cultivates the story of Silkroad as an organization that uses the power of the arts for positive social impact
- Sets long- and short-term digital marketing objectives for all Silkroad programs and activities, including strategies for website improvements, search engine optimization (SEO), paid and organic social media campaigns and engagement, newsletters, the creation of video assets, and more
- Regularly evaluates Silkroad’s marketing efforts and implements process improvements that benefit a small and nimble team
- Responsible for creating and managing Silkroad’s marketing budgets

*50% Digital Marketing Management*
- Sets and maintains branding and messaging consistency across all Silkroad communications
- Oversees the conception, drafting, editing, proofreading, and distribution of all digital and print copy and materials, including but not limited to talking points, speeches, annual reports, digital media, promotional materials, photos, videos, and more
- Creates, updates, and maintains the day-to-day digital content for Squarespace website; blogs; MailChimp newsletters; and social media channels such as Facebook, Twitter, Instagram, and YouTube
- Plans, implements, manages, and monitors Silkroad’s social media channels, which includes developing a content calendar, coordinating online community engagement, and analytics
- Maintains Silkroad’s archive of digital assets, including but not limited to photos, videos, press clippings, and more
- Manages a Silkroad communications intern

*25% Team Collaboration*
- Collaborates with Silkroad’s public relations (PR) contractor on PR efforts to build positive press for the organization
- Collaborates with Silkroad’s partners at Opus 3 Artists, as well as presenting venues, on marketing efforts
- Collaborates with Silkroad’s development team to generate sponsor, branded content, and merchandising opportunities
- Supports online performance efforts by Silkroad’s artistic programs team, including but not limited to livestreams, social media takeovers by artists, and more
- Works across Silkroad teams to create and execute marketing segmentation and personalization strategies informed by data analyses
- Regularly advises on and contributes to Silkroad operations, development, finance, artistic, education, and social impact efforts
N/A Other duties as assigned

N/A Responds to the needs and requests of Silkroad board, artists, and staff in a professional and expedient manner

N/A Adheres to all employer policies and procedures

KEY QUALIFICATIONS:

- Bachelor’s degree in public relations, marketing, communications, or equivalent experience is preferred
- Five years’ experience working in the arts, marketing, advertising, public relations, graphic design, social media, and/or communications
- Forward-thinking and deeply connected to social media, internet culture, and trends
- Experience with design programs (e.g., Adobe Photoshop, InDesign, Canva), video editing (e.g., Final Cut Pro), Microsoft Office (e.g., Word, Excel, PowerPoint), Google Apps (e.g., Docs, Sheets, Slides), social media publishing and analytic platforms (e.g., Sprout Social), and website content management system and analytics (e.g., Squarespace, Google Analytics)
- Knowledge of SEO standard methodologies a plus
- Experience with paid social advertising a plus
- Copywriting skills a plus
- Photography & videography skills a plus
- Passion for the arts as a tool for social change

WHO YOU ARE:

- A cultural leader — Having empathy, cultural sensitivity and awareness, multi-literacy, creative practice, financial acuity, innovation quotient, and pedigree
- Socially and emotionally aware — Able to take the perspective of and empathize with others from diverse backgrounds and cultures, to understand social and ethical norms for behavior, and to recognize resources and supports for yourself and others
- Flexible and understanding — Particularly as it relates to ongoing organizational shifts in response to the COVID-19 pandemic
- A person who demonstrates —
  - An ability to fully embrace the multi-layered facets of the organization and its complex background
  - A passion for deep listening, and an authentic belief that artistic vision and operational process need to be in alignment around the pillars of diversity, equity, and inclusion
  - A core belief in the values of empathy, inclusion, and equity, as it pertains to a multi-cultural and racially diverse group of unique individuals
  - An ability to communicate (speaking, and more importantly, listening) respectfully, effectively, and inclusively with members of the organization for whom English may be their second or third language
  - Natural curiosity and the willingness to ask questions will be necessary traits: being a part of the Silkroad team inherently means being willing to learn
  - A passion for a broad range of new music, and a core belief in the value of music as a humanist agent for connection and for change
• A person with the following qualities —
  o Positive and can-do attitude — Confident and willing to deal with problems and/or new tasks
  o Strong interpersonal skills — Collaborative, friendly and humorous, contributes their strengths to projects
  o Organized and resourceful — Problem solves independently, not easily overwhelmed with multiple tasks
  o Able to prioritize and multitask — Responds to a full docket with efficiency and expediency
  o Responsive to feedback — Seeks feedback and applies immediately, takes suggestions with good intent
  o Communicative — Able to communicate openly and freely with supervisors and colleagues, in-person and remotely
  o Independent — Able to solve problems alone and manage own projects and workload
  o Writing and editing — Must have proficient English writing and editing skills, including grammatical precision
  o Excellent computer skills — Must be computer literate with typing speed of at least 50 words per minute; advanced Microsoft Office skills are preferred; advanced Google Drive and Slack skills are essential; proficiency in a MacOS environment required
  o Knowledgeable and passionate — About the arts and their potential for performance, education, and social impact

WORK ENVIRONMENT:

• Small, vibrant, fast-paced office (in-person or remote) that values initiative, efficiency, diversity, transparency, and teamwork
• Evening and weekend work occasionally required
• The noise level in the office work environment is moderate
• Physical demands may include sitting or standing for long periods of time
• Travel up to 30% domestically and internationally may be required
• During the COVID-19 pandemic, all employees work remotely

BENEFITS:

• Silkroad is an independent nonprofit organization based at Harvard University in Cambridge, MA. This full-time, non-exempt position offers a competitive benefits package.

EQUAL EMPLOYMENT OPPORTUNITY:

• Silkroad is an equal opportunity employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex (including pregnancy, gender identity, and sexual orientation), marital status, veteran status, genetic information, arrest record, or any other characteristic protected by applicable federal, state or local laws.
HOW TO APPLY:

• Please submit a cover letter and resume to jobs@silkroad.org. This position will remain open until filled.