



JOB TITLE: Associate Marketing Director
REPORTS TO: Chief Operating Officer
CLASSIFICATION: Exempt

OVERVIEW

The Associate Marketing Director is responsible for planning, supervising, administering and evaluating programs that meet or exceed attendance and ticket revenue goals for orchestra events and maximizing the visibility of the orchestra in the community. The Associate Marketing Director will plan and manage all marketing activities, including but not limited to: public relations; advertising; season subscription and renewal campaigns; all ticket revenue and audience research.

SPECIFIC RESPONSIBILITIES

Marketing Management

- Develop, plan and execute overall marketing plan for the Symphony. Looking at out of the ordinary ideas to market our product and support our mission.
- Develop season subscription and renewal campaigns including direct mail and telemarketing. Oversee the acquisition of prospect lists, production of campaign materials and work of outside contractors. Monitor progress of campaigns and provide reports and analysis of results.
 - Create a program to convert first time Symphony attendees into subscribers.
 - Develop the overall product strategy from season to season in collaboration with the General Manager, Music Director and Director of Strategic Development.
 - Develop the overall pricing strategy for subscription and single series tickets that fulfill revenue/attendance goals in collaboration with the Director of Strategic Development
- Develop the overall single ticket marketing campaign including design and placement of print and electronic advertising and special promotions for each concert in order to meet revenue targets.
- Develop a digital marketing plan including social networking, online marketing and other digital media.
- Oversee the development and production of all materials used to support the Symphony public relations events and marketing campaigns.
- Develop a program for communicating the Symphony's plans and activities to the media.

- Conduct audience and market research as needed; develop strategies based on survey analysis.

Budget Planning

- Work with the Director of Finance and General Manager to establish appropriate goals for the subscription and single ticket campaigns and develop a plan for achieving those goals.
- Develop revenue and expense budgets for each event and campaign; monitor progress and adjust as necessary.

Other

- Manage Marketing Department team by providing guidance and mentoring in a positive manner.
- Work with the Development office in packaging and solicitation of sponsorships and in-kind support for various product lines and campaigns; ensure that media exposure and acknowledgement promised to donors takes place.
- Become proficient in Tessitura database in order to use data and segmentation for effective generating of revenue.
- Serve as Department representative for concert duty rotation.
- Stay up to date on marketing strategies and make recommendation to meet company objectives.
- Special projects as assigned.

KNOWLEDGE, SKILLS, and EXPERIENCE REQUIRED

Requires broad knowledge of direct response and database marketing strategy, with special emphasis on direct mail and subscriptions sales.

Bachelor's degree and six + years demonstrated success in Marketing or Advertising including: consumer trends, and media sources.

Experience managing multiple vendor partners and agencies required.

Possess strong analytical and problem solving skills

Media buying experience a plus.

Familiarity with Tessitura ticketing system a plus

Problem solver with excellent communication and organization skills

Excellent management skills, supports, mentors and leads staff in a positive manner.

Ability to work on multiple projects simultaneously.