

**RELATIONSHIP MARKETING MANAGER****Marketing Department****Marketing & Communications Division**

<b>Work Status:</b>	Full-Time Regular	<b>Payroll Type:</b>	Exempt
<b>Location of Job:</b>	Davies Symphony Hall San Francisco, CA	<b>Salary:</b>	\$81,686
<b>Schedule:</b>	Monday-Friday, weekends as necessary	<b>Regular Hours:</b>	9 - 5, evenings as necessary
<b>Reports To:</b>	Director of Marketing	<b>Supervisory:</b>	No

**ORGANIZATIONAL PROFILE**

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 202021 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its twelfth Music Director and embarked on a new vision for the present and future of the orchestral landscape. This exciting artistic future builds on the remarkable 25-year tenure of Michael Tilson Thomas as the San Francisco Symphony's Music Director. Tilson Thomas continues his rich relationship with the Symphony as its first Music Director Laureate. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony have introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joins with Salonen and the San Francisco Symphony to chart a new course of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

The San Francisco Symphony presents more than 220 concerts and presentations annually for an audience of nearly 450,000 in its home of Davies Symphony Hall and through its national and international touring. A cornerstone of the organization's mission, the San Francisco Symphony's education programs are the most extensive offered by any American orchestra today, providing free comprehensive music education to every first- through fifth- grade student in the San Francisco public schools, and serving more than 75,000 children, students, educators, and families annually. The San Francisco Symphonys recordings have won such awards as France's Grand Prix du Disque and Britain's Gramophone Award, as well as 16 Grammy Awards. San Francisco Symphony radio broadcasts, the first in the nation to feature symphonic music when they began in 1926, today carry the Orchestra's concerts across the country. In 2004, the SFS

launched the multimedia Keeping Score on PBS-TV and online and in 2014, the San Francisco Symphony inaugurated SoundBox, an experimental performance venue and music series located backstage at Davies Symphony Hall. February 2021 saw the launch of SFSymphony+, the San Francisco Symphony's on-demand video streaming service. For more information, visit [sfsymphony.org](https://sfsymphony.org).

## **VALUES STATEMENT**

The San Francisco Symphony is committed to cultivating an environment of inclusion, equity, and diversity for our staff, musicians, patrons, and community. As leaders and innovators of our inherited tradition of orchestral music, we acknowledge our responsibility to identify and dismantle the oppressive barriers that we have historically maintained. We resolve to hold ourselves accountable, devote resources, and embrace change by centering racial equity and listening to and learning from marginalized voices.

We recognize that this is an ongoing, sometimes uncomfortable practice, and continue to learn and evolve. We welcome applicants who are enthusiastic to join us on this journey.

## **JOB SUMMARY**

Reporting to the Director of Marketing, the Relationship Marketing Manager oversees the execution of strategies and tactics that drive repeat visitation to the San Francisco Symphony's in-person and virtual programs, and increase affinity for the organization. The Relationship Marketing Manager contributes to the creation of data-driven Marketing strategies and campaigns, and oversees the Marketing team's email and organic social media calendar, post-performance survey program, and campaigns that encourage repeat visitation from SFS patrons, including subscription, single tickets and student rush campaigns.

## **RESPONSIBILITIES**

**Email Marketing:** Oversee the Marketing department's email calendar to drive attendance to SFS virtual and in-person programming, meet revenue for SFS subscription campaigns, and other goals as-needed. Pull and analyze data using the Symphony's CRM to establish segmentation strategies for Marketing's email campaigns.

**Subscription Campaigns:** Pull and analyze data using the Symphony's CRM and audience research to develop and execute Marketing strategies to meet subscription campaign goals that include loyalty programs, promotions, subscription packages and events. Utilize tactics such as email, social media, print, collateral and digital. Own detailed brief, project timelines, and execution assignments. Report on campaign performance during and at campaign close, including marketing strategy adjustments to increase performance.

Single Ticket Campaigns: Collaborate with Marketing Director and Growth Marketing team to develop and execute marketing strategies to meet single ticket revenue and attendance goals, targeting previous SF Symphony attendees. Increase frequency of visitation.

Surveys and Audience Research: Manage dispersal and analysis of post-performance surveys, working with consultants and agencies as needed. Extract key insights, report findings, and plan patron segmentation and campaign targeting based on results. Oversee relationship with audience research agencies, as assigned.

Social Media: Oversee organic social media content calendar to drive engagement with and affinity for the San Francisco Symphony with our social media followers. Lead a cross-departmental content ideation team. Traffic copy and creative requests to Editorial and Creative Services. Oversee consultants, when relevant.

Miscellaneous duties as assigned.

### **QUALIFICATIONS**

- Minimum of three years marketing experience, preferably in an arts organization, preferably in the Bay Area
- Creativity and familiarity with marketing tools: email, social media, print strongly preferred
- Proven experience developing and executing data-driven audience segmentation campaigns.
- Superior analytical skills, strong technical understanding of web, email and CRM analytics, and the ability to advise on new monitoring and reporting tools.
- Proven experience project managing complex campaigns with shifting deadlines and multiple stakeholders (both internal and external)
- Experience interpreting data, and adjusting marketing strategies accordingly
- Experience working with a CRM for audience segmentation, Tessitura preferred
- Knowledge and interest in orchestral music, performing arts or arts marketing a plus
- Well-developed communication, writing and organizational skills, to include the highest levels of tact, diplomacy, and discretion
- Ability to manage multiple marketing campaigns simultaneously and prioritize the institutions' needs.
- Excellent interpersonal skills including the ability to interact with all levels of staff, media, and the public
- Strong service orientation and professional and positive approach are essential
- Computer skills needed: MS Word, Excel, CRM (Tessitura a plus), email marketing (WordFly a plus), Google Analytics, Social Media scheduling and reporting tools.
- Ability to work well with a variety of people, calmly and efficiently in a fast-paced, dynamic environment while managing multiple projects and deadlines.
- Sense of humor and grace under pressure.

### **APPLICATION INSTRUCTIONS**

To apply, please visit [www.sfsymphony.org/careers](http://www.sfsymphony.org/careers). If you need assistance or an accommodation due to a disability, please contact us at [!hr@sfsymphony.com](mailto:hr@sfsymphony.com) or you may call us at 415-503-5334.

**EEO STATEMENT**

In alignment with the values statement above, the San Francisco Symphony celebrates diversity and is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by applicable law. The San Francisco Symphony believes that diversity and inclusion among our employees is critical to our success, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

Pursuant to the San Francisco Fair Chance Ordinance, the San Francisco Symphony will consider for employment qualified applicants with arrest and conviction records.