



## **POSITION PROFILE: MARKETING ASSOCIATE**

Berkeley Symphony seeks a qualified and enthusiastic marketing associate to play an integral role in supporting Berkeley Symphony's marketing, sales, communications, and audience development programs, which aim to increase brand awareness and audience loyalty, broaden the Symphony's patron base, and optimize earned revenue.

**ABOUT BERKELEY SYMPHONY:** Berkeley Symphony is unique among Bay Area and American orchestras for its commitment to innovation, community, and excellence. Founded in 1971 in the intellectual and artistic nexus of Berkeley, California, the Orchestra is committed to performing, premiering and commissioning new music that reflects the culturally diverse people and the heady creative climate of its home city.

In the 2019-2020 season, Berkeley Symphony entered a new era under the leadership of Joseph Young, the Orchestra's fourth Music Director in its 50-year history, following a highly successful February 2019 debut that was acclaimed by critics and audiences alike. In addition to building on the Orchestra's artistic innovation, creativity and adventurous programming, Maestro Young is committed to amplifying the voices of underrepresented composers and artists as well as continuing to tell diverse stories that reflect the local Berkeley community.

**DETAILED RESPONSIBILITIES:** The Marketing Associate reports to the Executive Director and works closely with the Symphony's Marketing Consultant, to execute the following duties:

- Work with Development and Marketing teams to execute a comprehensive Berkeley Symphony communications plan
- Provide on-site administrative support to the Berkeley Symphony marketing consulting team
- Provide hands-on event support (performances, receptions, et al) and represent marketing on-site
- Manage projects with third-party vendors, including graphic designers, printers, mail houses, photographers, videographers, and media channels, as needed
- Administer an ongoing organic social media campaign including content creation and execution under the direction of the Marketing Consultant
- Provide on-site database support including data gathering and analysis, and coordination and analysis of audience surveys
- Write copy for fundraising appeals when needed
- Proofread and suggest edits for all Berkeley Symphony communications and program books
- Coordinate on-site photo and video shoots under the direction of the Marketing Consultant
- Manage the Berkeley Symphony photo and video archive; distribute photo and video assets to marketing stakeholders as needed
- Coordinate and execute Facebook Live interviews during concert weeks
- Gather and organize composer, artist bios and photos, and other necessary assets
- Collaborate with the graphic designer, advertising sales representative, and Patron Services Manager on the coordination and publication of concert programs
- Generate mailing lists and coordinate production of print materials
- Support Patron Services Manager on website updates (Wordpress), subscription campaigns, database maintenance, and patron engagement, as needed
- Other duties as assigned

**STATUS AND HOURS:** The Marketing Associate is a non-exempt employee who works part-time, 20-25 hours per week on average. Additional hours are required, including occasional evenings and weekends, for concerts and events. The Marketing Associate must be available to work in our downtown Berkeley office on a regular basis with the option of working remotely with prior approval.

**QUALIFICATIONS AND EXPERIENCE:**

- Experience or degree in a relevant discipline
- Proficient with Excel and other Microsoft Office programs
- Familiarity with database and CRM platforms and basic data analysis
- Basic web, video editing, and graphic design skills helpful
- Proficient with social media content creation
- Excellent written and verbal communication skills
- Highly organized with strong project and calendar management skills
- Availability to work occasional nights and weekends
- Ability to lift 25 pounds
- Access to a vehicle is beneficial but not required

**COMPENSATION:** Berkeley Symphony offers a competitive hourly rate of \$24.00 / hour, paid bi-monthly. Benefits include paid vacation, sick leave, and a 403(b) retirement plan (no employer match).

**COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION:** Berkeley Symphony is committed to creating and sustaining an organizational culture that values equity, diversity, and inclusion, as well as promoting a safe, supportive and collaborative work environment conducive to professional and personal growth. Successful candidates will share these values.

Berkeley Symphony is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

**TO APPLY:** Submit a cover letter and resume by email in PDF or Word formats to [jobs@berkeleysymphony.org](mailto:jobs@berkeleysymphony.org). Optional: include a video message expressing your interest in this position that speaks to your interests, skills, accomplishments, and character. Please, no phone calls or hard copy/physical mail submissions.

**HIRING PROCESS:** A review of prospective candidates will commence immediately and continue until the position is filled. All candidates of interest will be contacted. We regret we're unable to follow up with every candidate.

**BERKELEY SYMPHONY THANKS YOU FOR YOUR INTEREST!**