

CALIFORNIA SYMPHONY

MARKETING & DEVELOPMENT COORDINATOR

The California Symphony seeks a Marketing & Development Coordinator, an important support role for the organization's growth of earned and contributed revenue reporting to the Director of Marketing & Patron Loyalty. The Marketing & Development Coordinator is responsible for executing elements of the CSO's marketing plan, annual fund, and donor benefit fulfillment; all aspects of the job work together to achieve the organization's overall patron loyalty goals.

This position covers a broad range of responsibilities and is ideal for someone ambitious and self-driven wanting to gain practical and valuable experience at a growing, fast-paced arts organization that's making waves in audience development, retention and patron loyalty. Over the last five years, the California Symphony has succeeded in defying national trends, with audience has nearly doubled and the donor base increased by 180%, and our groundbreaking work has been profiled in the [Wall Street Journal](#), [Arts Journal](#), and [Southwest Inflight Magazine](#).

Core duties include:

- Serve as front line point of contact for patrons and donors, answering questions via phone and general email account; processing RSVPs, donations, and ticket requests for events produced in-house
- Execution of patron loyalty activities, such as pulling mailing lists and mailing first time attendee follow-up postcards, repeat attendee cards, and other retention tactics
- Support development efforts, including merging and mailing solicitations, tracking gifts as they come in online and via post, and sending acknowledgement letters to donors, foundations, and corporations
- Liaison with performance venues' ticket offices, including transfers of sales data, patron information, and managing comp ticket list
- Producing multiple reports: weekly ticket sales report, Google Analytics reports email campaign performance and social media, and development/fundraising reports
- Building and deploying email blasts to various segments of database
- Company social media: drafting editorial calendar for Facebook, writing copy and creating images for posts, scheduling posts, and monitoring and engaging in conversation as the online voice of the organization
- Administration of patron database: regular imports of sales data; maintaining proper data hygiene; pulling reports as requested; building events for sale; integration with MailChimp email platform and other partner apps; and periodic uploads to TRG DataCenter (shared community database)

- Provide support to annual gala and donor cultivation events as assigned
- Website maintenance, including building and updating event pages
- Oversight and development of the California Symphony's volunteer network
- Graphic design for in-house produced collateral across web, digital, and print
- Various administrative tasks such as creating check requests for marketing and development invoices, managing and ordering office supplies, and making bank deposits.
- This position also necessitates some physical labor, such as carrying wine to events, loading in lobby displays at concerts, and running errands occasionally as needed
- Attendance at concerts and events, which often take place outside of normal business hours on evenings and weekends; responsible for managing information table at concerts (can be achieved by overseeing volunteers).

Qualifications/requirements to be successful:

- Bachelor's degree
- Excellent general communication skills and copywriting skills
- Strong organizational skills and attention to detail, with a demonstrated ability to work independently, balance and prioritize a high-volume of projects and activities
- Basic design, html and web editing skills; experience with WordPress highly desirable
- Ability and desire to grow analytical skills utilizing tools such as Google Analytics, Adwords, Facebook Insights, and Vendini patron database
- Working knowledge of Excel or other spreadsheet software
- A high level of knowledge of current and emerging trends in social media, and ability/desire to maintain this knowledge as trends change
- Must work well in a high-pressure environment with many deadlines and demands, sometimes competing from different departments within the organization
- Ability to develop strong internal and external working relationships
- Interest in classical music is strongly preferred

Compensation:

- This position is full-time
- Benefits include generous paid time off policy, health insurance, monthly transit/parking stipend, and flexible work hours
- Opportunity for significant personal and professional growth

About the California Symphony

The California Symphony, entering its seventh season under the leadership of Music Director Donato Cabrera, is distinguished by its vibrant concert programs that combine classics alongside American repertoire and works by living composers, and for bringing music to people in new and unconventional settings. The orchestra includes musicians who perform with the San Francisco Symphony, San Francisco Opera, San Francisco Ballet, and others, and is based in Walnut Creek at the Leshner Center for the Arts with additional recent

performances around the region in Napa Valley, Concord, Oakland, and Berkeley.

Over the last five years, under the leadership team of Cabrera and Executive Director Aubrey Bergauer, the California Symphony's audience has nearly doubled and the donor base increased by 180%.

Outside of the concert hall, the Symphony actively supports music education as a driver for social change through its El Sistema-inspired Sound Minds program at Downer Elementary School in San Pablo, CA, which brings intensive music instruction and academic enrichment to schoolchildren in an area where 94% of students qualify for the federal free or reduced price lunch program, at no cost to the students who participate. The Orchestra also hosts the highly competitive Young American Composer-in-Residence program and its current composer, Katherine Balch. California Symphony has launched the careers of some of today's most well-known artists, including violinist Anne Akiko Meyers, cellists Alisa Weilerstein and Joshua Roman, pianist Kirill Gerstein and composers such as Mason Bates, Christopher Theofanidis, and Kevin Puts.

The mission of the California Symphony is to enhance the lives of those it serves in Contra Costa County and the extended San Francisco Bay Area by performing the full range of orchestral repertoire of the highest quality with special attention to the work of American composers, presenting talented young performers in their first professional concert appearances, featuring performances by world class artists, and providing education outreach programs for the children and adults of our community.

Founded in 1986 under founding Music Director Barry Jekowsky, our vision is to become a 21st-century orchestra, making classical music relevant to those we serve, bringing in new audiences along the way, and ultimately more fully living up to our name across the state of California.

For more information, please visit www.californiasymphony.org.

An Equal Opportunity Employer:

It is the policy of the California Symphony to provide all persons with equal employment opportunities without regard to race, color, sex, religion, national origin, veteran status, marital status or any characteristic protected by federal, state, and local law. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

To Apply:

- Submit cover letter and resume to jobs@californiasymphony.org
- No phone call or email inquiries, please