

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. The Marketing & Development Coordinator is responsible for executing elements of the CSO's marketing plan, development campaigns, and donor benefit fulfillment. The position reports to the Director of Marketing & Patron Loyalty.

This role covers a broad range of responsibilities and is ideal for a creative, tech-savvy, motivated, early career professional to be part of a small team, and gain experience with a world-class regional orchestra that's making waves in audience development, retention and patron loyalty. In recent years, the California Symphony has defied national trends, with audiences nearly doubled, the donor base expanding, and our groundbreaking work profiled in the [Wall Street Journal](#), [Arts Journal](#), and [Southwest Inflight Magazine](#).

Beyond technical skills and/or relevant experience, the successful candidate will possess a willingness to learn on the job, and to grow in and develop the role.

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 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, social media, and development/fundraising reports
- Building and deploying email blasts to various segments of database
- Company social media: drafting editorial calendar and Patreon (artist support platform), 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, including administration of event management software Greater Giving
- Website maintenance, including building and updating event pages, and troubleshooting issues with web vendor
- Liaison with California Symphony's volunteer networks
- Graphic design and editing for in-house produced collateral across web, digital, video, and print
- Facilitation of Zoom meetings for donor appreciation and volunteer network video calls
- Various administrative tasks such as maintenance of the marketing & development calendar/planner, collecting the mail, managing and ordering office supplies, and making bank deposits.
- This position also requires 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—live and online—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 or minimum two years relevant experience
- Excellent general communication skills and copywriting skills
- Strong organizational skills and attention to detail, with a demonstrated ability to work independently, and balance and prioritize a high volume of projects and activities
- Tech savvy – willing and able to follow self-directed learning (training documents, video tutorials, help sites), troubleshoot, and escalate issues as appropriate
- Basic design, html and web editing skills; experience with WordPress and Canva or similar programs highly desirable; video editing skills a plus.
- Ability and desire to grow analytical skills utilizing tools such as Google Analytics, Adwords, Facebook Insights, Mailchimp, and AudienceView patron database
- Working knowledge of Excel or other spreadsheet software
- A high level of knowledge of current and emerging trends in social media
- Proficiency in Spanish is helpful but not required
- Ability to develop strong internal and external working relationships
- Interest in classical music is strongly preferred

Compensation and Terms:

- This position is full-time
- Benefits include generous paid time off policy, health insurance, monthly transit/parking benefit, and flexible work hours
- Remote working situation for now, transitioning back to full time in the Walnut Creek office—just steps from BART—as COVID restrictions are lifted
- Budget for professional development is provided annually

About the California Symphony

The California Symphony, celebrating its 34th season in 2020/21 and its eighth 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.

Outside 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, Viet Cuong. 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 Grammy winner Mason Bates, Christopher Theofanidis, and Pulitzer recipient Kevin Puts.

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