

Marketing & Public Relations Associate

Primary Reporting to: Vice President of Marketing & Public Relations

Supervisor to: N/A

Salary: This is a non-exempt position, 40 hours/week.

Benefits: Medical and Dental insurance, 403(b) contribution plan available.

Qualifications:

- Minimum of a bachelor's degree is required, major in marketing/communications a plus
- Excellent interpersonal and organizational skills, as well as communication, both verbal and written
- Strong analytical skills with a goal-oriented attitude
- Ability to set priorities, take initiative to implement projects and solve problems, and manage multiple deadlines
- Advanced knowledge of all MS Office programs (Word, Excel, Outlook, PowerPoint)

Preferred:

- Passion for classical music/musical arts
- Familiarity with HTML or standard CMS interfaces
- Familiarity with patron management software; Tessitura preferred
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Responsibilities:

Marketing

- Manage and execute promotional campaigns for Philharmonic Society concerts and events.
 - Build and manage advertising campaigns across multiple mediums (print, radio, digital, TV, etc.)
 - Conduct market research to identify new opportunities and seek partnerships that would reach new audiences and leverage resources
 - Assist in developing and implementing successful subscription and single ticket campaigns.
 - Create and update content to support promotional campaigns
 - Website: assist with website maintenance, including builds of new events and packages, and continually updating content to ensure that all pages are fully functional and reflecting the latest information.
 - Social networks: supply content for Facebook, Instagram, Twitter, YouTube, etc.
 - E-news: manage design and layout, and supply content (articles).
 - Advertorial copywriting for radio, postcards, brochures and print ads.
- Ensure all records for Marketing & Public Relations Department are up-to-date, including scheduling of meetings on calendars and maintaining binders for subscription and single ticket sales, requisition reports, invoices, etc.
- Act as staff liaison for the Board of Directors' Artistic & Marketing Committee, including sending meeting reminders, preparing meeting agendas/packets, and taking minutes.
- Proof concert support materials and organizational literature
- Work at concerts and special events (some nights/weekends required).
 - Preparing marketing and media/VIP check-in table and overseeing front of house needs.
- Oversee marketing interns and make sure all assigned tasks are met in a timely manner.

Public Relations

- Maintain current press contact lists; submit all events for timely inclusion in online calendar listings and perform follow-up checks in coordination with PR plan.
- Secure media coverage by writing press releases, pitching press coverage and interviews.
- On concert/event days: assembling press kits, receiving press and VIPs at media table, escorting media in/around venue, and providing encore(s)/additional program information to press following event.

Design

- Assist with creation of concert and organizational support materials (both digital and print) such as flyers, postcards, ads, program books, brochures, posters, emails, digital banners, etc. based on approved design elements to reinforce the Philharmonic Society brand and initiatives.

HOW TO APPLY:

Please submit a cover letter, resume and salary requirements to:

Philharmonic Society of Orange County
Attn: Human Resources
2082 Business Center Drive, Suite 100
Irvine, CA 92612
Email: hr@philharmonicociety.org