

**Santa Rosa Symphony Association
DIRECTOR OF MARKETING & COMMUNICATIONS
JOB ANNOUNCEMENT**

DATE: September 14, 2021

JOB TITLE: Director of Marketing and Communications
Salary / Exempt

REPORTS TO: President & CEO

SUPERVISES: Marketing Associate and Patron Services Office staff

JOB LOCATION: Santa Rosa, California

START DATE: November 2021

COMPENSATION: \$75-80,000 salary + comprehensive benefits including medical and dental coverage, long-term disability insurance, 401(k) and generous time off policy

EMAIL a cover letter and resume to:
asilow@srsymphony.org
No phone calls please
Deadline: October 8, 2021

JOB SUMMARY: The Director of Marketing and Communications is responsible for planning, supervising, administering and evaluating the orchestra's branding and strategic marketing campaigns as well as overseeing the Patron Services offices and staff. This position is responsible for maximizing the visibility of the orchestra, consistent with Association policies and long-range objectives. As such, the Director will plan and manage all marketing activities, including but not limited to: season subscription and renewal campaigns (direct mail, telemarketing); advertising (print, electronic, and radio media); print and e-publications (program books, newsletters, brochures internet); public relations; social media; audience research; marketing revenue and expense budgets and merchandising for the Association. Director will serve as liaison to the board audience development committee.

QUALIFICATIONS:

Minimum of a Bachelor's degree from a four year college or university or equivalent experience. Four years minimum work experience in marketing and/or public relations in the non-profit performing arts and/or entertainment field. This position requires strong organizational skills and ability to work on multiple projects simultaneously with a demonstrated ability to work as part of a team. Strong experience with database software, and Windows-based software including MS Word, Excel, page layout programs, and Outlook.

Measures of Success:

- Enhanced revenue from increased audiences and ticket sales, and advertisers.
- Deeper engagement of current patrons as measured by increases in the percentage of subscribers and single ticket buyers, higher renewal rates, and growth of repeat buyers from season to season.
- Increased media attention for the non-profit mission of the Symphony.
- Management of expenses to budget.

JOB DUTIES AND RESPONSIBILITIES:**Marketing Management**

- Develop, plan and implement all aspects of season subscription renewal and acquisition campaigns including direct mail, telemarketing and internet. Oversee the production of all campaign materials, acquisition of prospect lists and work of outside contractors. Monitor the progress of all campaigns and provide progress reports and analyses of results.
- Develop, plan and implement single ticket and special promotions campaigns, including the design and placement of print, radio, television and electronic advertising as well as direct mail. Monitor the progress of all campaigns and provide progress reports and analyses of results.
- Negotiate contracts and oversee outside vendors for the provision of printed materials, direct mail services, telemarketing, market research, graphic design, website services, video, photography, social media, and ensure competitive pricing and the quality of their work.
- Develop pricing strategies and policies that fulfill revenue/attendance goals.
- Oversee audience and market research as needed; develop strategies based on survey analyses. Provide statistical and demographic information to the Association as requested.
- Assist in the creation and development of all facets of Association merchandise sales; coordinate with volunteers to carry out any proposed projects and ensure that the products are in keeping with the Association's image.
- Direct the development of internal information systems to ensure accurate and efficient ticketing systems.
- Ensure the quality, consistency, and accuracy of all Association communications.
- Keep abreast of recent research on marketing techniques; maintain a collection of current resource materials.
- Serve as part of the senior management team to assist the President & CEO in setting and implementing administrative and artistic policies established by the Board.
- Upgrade professional abilities through workshops, conventions, seminars, peer networking, and computer classes.
- Perform other duties as assigned by the President & CEO.

Advertising Management

- Oversee the scheduling, development and production of all materials used to support the Association's public relations efforts and marketing campaigns, including print, radio, television and electronic media advertising, posters, signs, telemarketing scripts, press releases, newsletters and special promotions.

Publications Management

- Oversee the production of all marketing campaign print publications including: brochures, flyers, postcards, posters, newsletters and program books.
- Oversee advertising sales of Association concert program books.
- Oversee the development and upkeep of the Symphony's website.

Public Relations Management

- Oversee media relations and maintain media contacts, provide public information on request.
- Establish positive relationships with local media; communicate the Association's plans and activities and convey an image consistent with the Board's policies and objectives for the Association.
- Oversee all communication materials relating to the SRS brand and image.
- Attend all concerts of the orchestra to act as liaison to the media and the public; oversee distribution of tickets to press and VIPs.
- Assist Patron Services activities during performances at the Green Music Center
- Oversee the planning and development of special public relations events; coordinate with staff and volunteers to carry out the events and ensure that they are consistent with the Association's policies and objectives.
- Develop and maintain relationships with local business and arts leaders to enhance Association's marketing and public relations efforts. Work to enhance public understanding of and support for the unique role of the orchestra in the community.
- Work with Development Director to ensure that media exposure and acknowledgment promised to donors takes place.
- Attend civic and cultural events in the community; represent the Association by speaking at public events as requested.
- Assist the Association's outreach to community and ethnic groups through the promotion of outreach concerts, disbursement of complimentary tickets, etc.

Budget and Planning

- Establish appropriate revenue goals for season subscription renewal, acquisition and single ticket campaigns, and other paid, ticketed events, as well as other earned income such as merchandise sales, program advertising, bus revenues, ticket fees etc.
- Develop detailed marketing/promotion budgets to achieve revenue goals; monitor the progress of each, and adjust plans when necessary.
- Identify organizational and market trends that may cause significant problems or present new opportunities for the Association; recommend a course of action or changes in the current operating plan that takes this information into account.
- Work with the Music Director and President & CEO in developing program themes.
- Develop and recommend ticket packages to achieve maximum sales and revenues.
- Work with the President & CEO and other designated staff in long-range planning for the Association; assist finance with budget projections as needed.

Board of Directors

- Staff the Audience Development committee of the Board enlisted to participate in marketing and public relations.
- Report to the Board on progress of all ticket sales campaigns; provide other reports and public communications as requested.
- Recommend marketing policies and promotion strategies to the President & CEO with the goal of reaching new audiences for the orchestra; ensure that all new promotions demonstrate the highest standards of professionalism and ethical conduct.

Administrative

- Oversight responsibility of external consultants, such as for social media, telemarketing and marketing analysis and strategy
- Oversee the development and maintenance of all ticket sales systems and records; work with Finance Director and Patron Services Manager to ensure the accuracy of all ticket revenue reports; provide periodic progress reports as requested.
- Train, manage and evaluate the performance of all marketing and public relations staff.

Santa Rosa Symphony is committed to creating a diverse work environment and is proud to be an equal opportunity employer.