

**MARKETING AND PATRON SERVICES ASSOCIATE JOB DESCRIPTION
PASADENA SYMPHONY ASSOCIATION**



JOB TITLE: Marketing and Patron Services Associate
DATE: August 2021
REPORTS TO: Director of Marketing and PR and Director of Patron Services and Ticketing
CLASSIFICATION: Full Time, Non-Exempt

JOB SUMMARY:

The Marketing and Patron Services Associate reports to both the Director of Marketing and Public Relations and the Director of Patron Services and Ticketing. The scope of the position is two-fold with marketing responsibilities including but not limited to executing a calendar of email campaigns, social media posts and website updates, and patron services responsibilities including but not limited to processing customer ticketing transactions, speaking directly to customers by phone and email communications, assisting customers with questions and services related to their concert experience, running sales reports and maintaining data management on the PSA CSR platform.

EDUCATION/PROFESSIONAL EXPERIENCE:

A successful candidate will have friendly and thorough customer relations experience, excellent written and oral communication skills, and basic web and graphic design skills. Candidate must also have a Bachelor's degree from an accredited college or university, or similar educational background. Candidates from diverse backgrounds are encouraged.

QUALIFICATIONS:

The Marketing and Patron Services Associate should be detail-oriented, have strong organizational and customer service skills, and be comfortable interacting with the entire audience base of the PSA, including donors, board members and season subscribers. Candidate must have working knowledge of email marketing, social media platforms, web design and basic graphic design skills. Experience with Patron Manager, Salesforce, or video editing software, and an interest in Classical Music is a plus. Qualified candidates should have experience in the following:

- Microsoft Office software (Word, Excel)
- WordPress
- Mailchimp or other Email Marketing platform
- Customer and phone support for live performance organizations
- Walk-up sales and support on concert days
- Adobe Creative Suite (Photoshop and InDesign required. Premiere Pro a plus)
- Facebook, Instagram and Twitter
- Social Media management software i.e. Airtable or Hootsuite

OTHER:

Candidates should have reliable transportation and be able to travel by car, as necessary. Proof of current auto insurance is required.

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JOB DUTIES AND RESPONSIBILITIES:

MARKETING

- Graphic design projects - postcards, page layout, signage, email and social media graphics, including gifs and short video clips; others as assigned
- Email campaigns using Mailchimp
- Develop and maintain social media calendar including composing and scheduling posts
- Website updates on WordPress
- Online Event postings
- Basic video editing projects
- Press Release distribution via website and email
- Maintain archive of audio and video files
- Other duties as assigned

PATRON SERVICES

- Phone support for all ticket sales, including season subscriptions and fulfillment, single tickets, and group sales
- Concert day, walk-up sales and support for all concerts
- Assisting with subscription renewal campaigns
- Maintaining and updating patron records
- Working with staff members and community partners and sponsors in assigning complimentary tickets as appropriate
- Other duties as assigned