

# SFSYMPHONY

## Marketing Coordinator Marketing Department

<b>Work Status:</b>	Regular, Full-Time	<b>Payroll Type:</b>	Non-Exempt
<b>Location of Job:</b>	Davies Symphony Hall San Francisco, CA	<b>Hourly Rate:</b>	\$32.65/ hr.
<b>Schedule:</b>	Monday – Friday (35 hours/week)	<b>Regular Hours:</b>	9:00am – 5:00pm, some evenings and weekends
<b>Reports To:</b>	Director of Marketing	<b>Supervisory:</b>	No

### **ORGANIZATIONAL PROFILE**

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 2020–21 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its twelfth Music Director and embarked on a new vision for the present and future of the orchestral landscape. This exciting artistic future builds on the remarkable 25-year tenure of Michael Tilson Thomas as the San Francisco Symphony’s Music Director. Tilson Thomas continues his rich relationship with the Symphony as its first Music Director Laureate. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony have introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joins with Salonen and the San Francisco Symphony to chart a new course of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

The San Francisco Symphony presents more than 220 concerts and presentations annually for an audience of nearly 450,000 in its home of Davies Symphony Hall and through its national and international touring. A cornerstone of the organization's mission, the San Francisco Symphony's education programs are the most extensive offered by any American orchestra today, providing free comprehensive music education to every first- through fifth- grade student in the San Francisco public schools, and serving more than 75,000 children, students, educators, and families annually. The San Francisco Symphony’s recordings have won such awards as France's Grand Prix du Disque and Britain's Gramophone Award, as well as 16 Grammy Awards. San Francisco Symphony radio broadcasts, the first in the nation to feature symphonic music when they began in 1926, today carry the Orchestra's concerts across the country. In 2004, the SFS launched the multimedia Keeping Score on PBS-TV and online and in 2014, the San Francisco Symphony inaugurated SoundBox, an experimental performance venue and music series located backstage at Davies Symphony Hall. February 2021 saw the launch of SFSymphony+, the San Francisco Symphony’s on-demand video streaming service. For more information, visit [sfsymphony.org](https://sfsymphony.org).

## **VALUES STATEMENT**

The San Francisco Symphony is committed to cultivating an environment of inclusion, equity, and diversity for our staff, musicians, patrons, and community. As leaders and innovators of our inherited tradition of orchestral music, we acknowledge our responsibility to identify and dismantle the oppressive barriers that we have historically maintained. We resolve to hold ourselves accountable, devote resources, and embrace change by centering racial equity and listening to and learning from marginalized voices.

We recognize that this is an ongoing, sometimes uncomfortable practice, and continue to learn and evolve. We welcome applicants who are enthusiastic to join us on this journey.

## **JOB SUMMARY**

The **Marketing Coordinator** will provide ongoing support in all areas of the marketing department for the San Francisco Symphony. The Marketing Coordinator supports the development and execution of marketing campaigns through promotions, media partnerships, events, college student campaigns, and other activities. Working with a 7-member Marketing team, this position reports to the Director of Marketing and works collaboratively with them across multiple departments including Creative, Box Office/Patron Services, PR/Communications, Operations, Advocacy & Community and Engagement, Retail, and Development.

## **RESPONSIBILITIES**

### **SALES CAMPAIGN EXECUTION AND REPORTING**

- Collaborate closely with Creative Services Project Managers to communicate campaign strategy, route advertising buys and marketing projects.
- Coordinate marketing campaigns and digital initiatives for Chamber, and Open Rehearsal series.
- Supports our Student Program and assists with the execution of San Francisco Symphony College Nights working closely with the Marketing Manager
- Basic CRM knowledge to assist in audience segmentation for promotional emails and direct mail with Tessitura
- Gather key metrics to track email and display ad performance and provide bi-weekly reports to Marketing teams
- Serve as primary contact for telemarketing firm while working with the Director of Marketing on campaign strategy.
- Coordinate monthly reporting on telemarketing efforts with Associate Director of Revenue.
- Assist with preparation of marketing decks, recaps, and reporting on an ongoing basis

### **COMMUNITY ENGAGEMENT AND EVENT PLANNING**

- Research and develop marketing partnerships to explore new ideas and events that foster sales and grow new audiences working with Audience Development & Partnerships Specialist
- Coordinate, execute, and attend special promotional events including receptions and other on and off-site events such as free concerts, outdoor concerts, and tabling activities
- Coordinate distribution of promotional materials in support of all San Francisco Symphony marketing activities

### **OTHER**

- Conduct job functions and activities in alignment with the principles of the SFS's Diversity, Equity, and Inclusion (DEI) work, ensuring presence of these goals in marketing and audience

development; support the organizations DEI work through participation in working groups and other initiatives as possible.

- Ensure the timely activation of in-hall signage materials, web materials, on a weekly basis
- Proofread all marketing materials
- Process invoices and aid in budget reconciliation
- Regularly attend San Francisco Symphony concerts and events as necessary
- Other duties as assigned

### **QUALIFICATIONS**

- 1-3 years related experience in B to C marketing, Advertising Agency, or Marketing/promotions
- Dedicated to and passionate about the arts. Knowledge of orchestra music is a plus
- Superior capability managing details spanning multiple projects simultaneously. Demonstrated grace under pressure and ability to be flexible
- Ability to develop effective working relationships with cross-departmental members of Symphony organization
- Should have an interest, knowledge and passion for marketing, social media, and digital advertising
- Basic understanding of CRM and web analytics data
- Experience with MS Office and/or databases, specifically Tessitura, a plus
- Exceptional communication, organizational, and time-management skills – able to frequently re-prioritize, evolve techniques and solutions as needed in a fast-paced and dynamic environment.
- Creative thinker and problem-solver
- Sense of humor, positive can-do attitude are desirable assets
- Able to work occasional overtime, nights and weekends as needed

### **APPLICATION INSTRUCTIONS:**

To apply, please visit [www.sfsymphony.org/careers](http://www.sfsymphony.org/careers). If you need assistance or an accommodation due to a disability, please contact us at [ccarter@sfsymphony.com](mailto:ccarter@sfsymphony.com) or you may call us at 415-503-5334.

### **EEO STATEMENT**

In alignment with the values statement above, the San Francisco Symphony celebrates diversity and is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by applicable law. The San Francisco Symphony believes that diversity and inclusion among our employees is critical to our success, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

Pursuant to the San Francisco Fair Chance Ordinance, the San Francisco Symphony will consider for employment qualified applicants with arrest and conviction records.