

## **DIRECTOR OF MARKETING**

**Location:** Hybrid (Union Square office in San Francisco and remote)

**Type:** Full time, Exempt. Includes being present at weekend and evening events.

**Reports to:** Executive Director & CEO

**Direct Reports:** Marketing Manager; Director of Operations and Patron Services

**Salary:** \$100,000-\$120,000

### **ABOUT PBOC**

This role presents an opportunity to work within the collaborative team at Philharmonia Baroque Orchestra & Chorale (PBOC) to produce some of the highest quality Baroque music available. One of the world's most acclaimed and forward thinking historically informed performance groups, PBOC musicians use instruments and techniques from the period the music was composed to bring it alive for today's audiences - like taking the dirt off an Old Master painting to reveal its color and energy as new.

PBOC delivers our music with an outstretched hand that opens musical doors, showcasing a range of repertoire and concert formats. While rooted in tradition, we also illuminate brand new musical innovation, featuring vanguard artists and composers. We invite audiences to experience classical music in an encouraging and explorative environment.

### **POSITION SUMMARY**

Philharmonia Baroque seeks an experienced leader to support PBOC in aligning messaging with strategy and in growing audiences. The Director of Marketing will work closely with other staff including artistic, development, and executive leaders to elevate institutional visibility and increase attendance at concerts.

### **RESPONSIBILITIES**

- Collaborate with organizational leaders to develop and implement a cohesive branding, marketing, and communications strategy to advance the mission of PBOC that includes:
  - Cohesive messaging and branding
  - Digital marketing and social media
  - Website upgrades and updates
  - Marketing assets such as concert programs, brochures, and PBOC merchandise.
  - Press outreach and relationship development
  - Publicity for fundraising events and communications
  
- Determine ticket pricing strategy for all subscription and non-subscription programming.

- Develop and implement marketing strategies in partnership with Marketing Manager to grow audiences reflective of the diversity of the Bay Area.
- Evaluate and improve Patron Services data management and analytics and, with the Director of Operations and Patron Services, create data-driven metrics that inform organizational strategy.
- Partner with Development staff to publicize fundraising efforts and events and enhance donor engagement strategies.
- Lead development and management of annual marketing and communications budget including setting earned income targets in collaboration with artistic staff.
- Support organizational and program leadership in creating and nurturing new artistic, educational, and promotional partnerships for PBOC

### **IDEAL QUALIFICATIONS**

- 3 or more years' leadership experience in developing and implementing a cohesive marketing and communications strategy in a nonprofit performing arts organization
- Track record of successful audience development
- Experience utilizing data to inform marketing and communications strategy
- Familiarity with the unique landscape of orchestras
- Strong written and oral communication skills and experience
- Collaborative, results-driven approach

*Note: This job description is a list of ideal skills and qualifications, and we are aware that candidates may gain their experience in a variety of different ways. If you feel your experience is a good fit for PBO, we encourage you to apply.*

### **TO APPLY**

Philharmonia Baroque Orchestra & Chorale is an equal opportunity employer, and encourages candidates from historically underrepresented communities to apply. We are committed to a collaborative work environment that supports, inspires, and respects all individuals and provides employees with a work environment free of discrimination and harassment. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected class.

Please submit your resume and cover letter via email to [jobs@philharmonia.org](mailto:jobs@philharmonia.org) and specify Director of Marketing in the subject line of your response. No phone calls please.