

Job Title: Marketing Director

Job description:

Summary: Redwood Symphony is seeking a creative, self-motivated person to help grow our audience. Since 1985, we have presented ambitious, contemporary concerts to the Bay Area community, and we are looking to modernize and expand our marketing efforts to grow our audience.

You

- Are an independent worker who thrives with autonomy and responsibility
- Can efficiently juggle and prioritize a wide variety of tasks
- Are kind, positive, and collaborative
- Have significant experience in community-based marketing or similar roles
- Have an interest in music, the performing arts, and/or the local community

What you'd do

- Create and execute marketing plans both at a concert and season level
- Write press releases for concerts, reach out to local press, and develop an understanding of the relevant media landscape
- Coordinate with volunteers and contractors to produce and distribute concert materials (programs, flyers, posters, etc.)
- Embrace creativity, always looking for new ways and approaches to grow the audience
- Design and test paid and earned advertising opportunities across print, digital, and radio

Why you'll love your job

- **Autonomy:** With light guidance and feedback from the board, you'll be in charge of both planning and executing for each concert. Work will follow the concert schedule, with flexibility on when and where
- **Impact:** You'll be helping to grow and develop a local orchestra that aims to perform music that rarely sees the stage
- **Community:** Redwood Symphony is a collective of musicians and classical music enthusiasts that hopes to be an important part of the local performing arts community

Nuts and bolts:

- Part-time hourly position: \$1000 per concert with ~20-30 hours of work per concert. There will be 7 concerts in the 2023-2024 season
- Fully remote position
- Role is under direction and in collaboration with the Board of Directors

About Redwood Symphony:

Redwood Symphony is an all-volunteer orchestra dedicated to the performance of ambitious, contemporary repertoire, as well as the great orchestral classics. The innovative programming and emphasis on education are two reasons so many of the most talented musicians from throughout the San Francisco Bay Area volunteer their time to play, and why our audience and local critics are so enthusiastic.

How To Apply: Send your resume, along with a short cover letter about why you'd be a great fit for this position to staffing@redwoodsymphony.org

