



**Audience Development Specialist
Marketing**

Work Status:	Full-Time Regular	Payroll Type:	Exempt
Location of Job:	Davies Symphony Hall San Francisco, CA	Salary:	\$59,423.00
Schedule:	Monday - Friday, some weekends	Regular Hours:	9:00am - 5:00pm, some evenings
Reports To:	Marketing Manager	Supervisory:	No

JOB SUMMARY

The Audience Development Specialist’s core responsibility is to develop new and repeat business in the form of ticket sales, as well as cultivate relationships with local groups within the community to drive engagement including:

- Multicultural organizations and Community Partners
- Educational Institutions and educators
- Professional and corporate organizations
- Additional local, national, and international organizations
- Alumni and service groups
- Travel/tourism marketers
- Philanthropic organizations

The Audience Development Specialist is a part of the SF Symphony Marketing Department, reporting to the Marketing Manager. As such, the success of this role is integral to the success of SF Symphony ticket revenue goals for over 200 performances per season. They work in close collaboration with the Senior Revenue Manager, the Advocacy/Community Engagement team, and the group sales fulfillment representative in Patron Services. On-site hospitality duties are included in scope of work.

RESPONSIBILITIES

- **Business development & Community Engagement**
 - Research and attract potential new and repeat groups to purchase tickets to attend SFS performances; make outbound contacts through calls, emails, networking, and personal appearances to pitch the story of the San Francisco Symphony
 - Work with Marketing Manager to develop equitable partnerships expanding the diversity of the SFS audiences to reflect the community
 - Work with the Marketing team to communicate key learnings and community trends to drive additional business and engagement

- Fully activate the SFS' relationship with SF Travel, attend events and utilize SF Travel resources and contacts
 - Develop relationships with group operators in all facets of travel/tourism business to build clientele for sales
 - Create standard and custom entertainment options and packages to drive revenue for the SFS
 - Coordinate and communicate with Patron Services team members and Senior Revenue Manager to ensure offers are set up in database, and correctly documented
 - Respond to group inquiries, and set up custom landing pages for online groups
 - Assist in keeping Tessitura account database updated, including addition of new accounts
 - Work with Senior Revenue Manager to stay up to date on key offers and opportunities across all concerts
 - Meet or exceed weekly, quarterly, and annual sales goals, targets, and initiatives
 - Attend networking events/trade shows when possible
 - 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 outreach; support the organization's DEI work through participation in working groups and other initiatives as possible.
- **Promotions:**
 - Work with Marketing team to create promotional outreach calendar and initiatives for each season
 - Ensure equitable access and inclusive messaging across group sales and audience development outreach.
 - Develop marketing and sales collateral needs to help boost outreach and grow partnerships
 - Assist Marketing Manager in creation of new programs/events that increase sales opportunities and overall revenue
 - Effectively manage various group sales programs including group sales theme nights, group ticket special offers & programs such as our first responders ticketing program
 - Represent the San Francisco Symphony at community outreach and external events
 - Lead collaboration between internal partners and other departments to ensure success of group sales initiatives
 - Collaborate with Symphonix, the San Francisco Symphony's young professionals' group, to oversee strategic partnership outreach and opportunities throughout the season
- **Research and Reporting**
 - Monitor and report achievement of quarterly and yearly goals
 - Track contacts and report on strategies to encourage initial and repeat business
 - Research/monitor competitive landscape of group sales initiatives and community partnerships
 - Manage and maintain an accurate event calendar and communicate event details with the Marketing team

- **Hospitality**
 - Curate on-site group events inclusive of media partners to support with planning, promoting, organizing catering and facility logistics
 - Perform variety of responsibilities on day of select events that may include tours, entertaining clients and fulfilling large group commitments
 - Support hospitality set-up across multiple departments
 - Responsible for sharing information regarding operational needs prior to events to engage internal partners in the planning and approval process for events in shared spaces
 - Attend on-site group events as needed

- **OTHER**
 - Work cohesively with other departments to ensure signage, promotions and other deliverables are completed in a timely manner
 - Proofread marketing materials
 - Process invoices and aid in budget reconciliation
 - Attend San Francisco Symphony concerts and company events as necessary
 - Attend weekly staff meetings

QUALIFICATIONS

- Three+ years' experience in sales with a proven track record of meeting and exceeding sales goals
- Ability to work within set organizational structures while also thinking creatively about sales offers and outreach
- Excellent communication and presentation skills; strong verbal, written, and listening ability
- Strong organization skills and excellent attention to detail
- Ability to work off-site and after-hours as required
- Knowledge of music is a plus
- Approach issues as a solution-oriented, creative, and strategic thinker

APPLICATION INSTRUCTIONS

To apply, please visit our website at www.sfsymphony.org. Under the About Us tab, go to the Careers and Auditions page and click on "View administrative job listings." Search for this job and click on "Apply for this Position" to submit your resume and cover letter.

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.

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.

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

The San Francisco Symphony is an Equal Opportunity Employer.