

Development and Marketing Coordinator Job Description

Reports to: Executive Director
Hours/Compensation: 40 Hours per Week, Hourly, Non-Exempt; \$22 - \$24/hour plus Benefits

The Sacramento Philharmonic & Opera – a nonprofit devoted to classical music and music education

As the California Capital region's premier orchestral and opera group, the Sacramento Philharmonic & Opera (SP&O) specializes in performing large-scale symphonic and operatic works with up to 70 musicians on stage. We perform seven performances with over 10,000 attendees a year and provide a wide range of education and engagement activities for students and community members of all ages in the year.

We are in a unique and exciting period of growth, soon to launch another exciting season of bold programming with a clear vision for the future and dedicated Board and staff leadership. We are looking for talented and passionate individuals to join our team and help us create memorable experiences that bring people together, build community, inspire curiosity, and enrich lives through symphonic and opera music.

Reporting to the Executive Director, the Development and Marketing Coordinator will work closely with industry-leader development and marketing consultants to play an integral part in the SP&O's fundraising and marketing efforts. This position will assist in coordinating daily, weekly, and monthly Development and Marketing procedures and projects, and the ideal candidate is a motivated team player, oriented to taking action to fulfill plans and meet goals.

Responsibilities:

Development:

- Coordinate activity around direct response campaigns including solicitation emails, direct mail, telefunding, list pulling, and other annual giving campaigns.
- Coordinate daily and weekly data and reporting management, including entering donations into SP&O database, and preparing and sending out weekly donation report
- Ensure weekly stewardship processes for thank you letters, Board thank you calls, and Donor Roll edits remain on track.
- Track and present key fundraising metrics to Development Committee and Consultants
- Monthly, reconcile list of donations with financial reports to ensure proper data accuracy
- Monthly, with ED, assist Board Members with management of their donor portfolios
- At concerts, manage donor lounge/green room set-up, tear down, and transporting materials; ensure sponsor signs are printed; staff Donor Lounge as ED directs
- Take notes from development meetings and attend relevant information forums as necessary.

Communications & Marketing:

- Work with Marketing Consultant to implement the marketing strategy and plan
- Manage digital marketing tools, including website, email, and social media, and produce content

- Work with Director of Finance to create and distribute monthly marketing expense reports
- Maintain media contact list, and ensure contacts are invited to events and can engage with the SP&O
- Coordinate orders and purchasing of SP&O collateral, signage, promotional items, and wearables
- Responsible for setting up marketing materials for SP&O events; bring programs and other marketing materials to concert hall; act as table ambassador as ED directs

Skills and Attributes:

- Appreciation for the arts and classical music and/or opera
- Communicative self-starter who is prone to taking action
- Proficiency in Microsoft Office and common technology tools
- Experience with social media (Facebook, Instagram) and content management

To Apply: Please email Giuliano Kornberg at gkornberg@sacphilopera.org with the subject line “Development and Marketing Coordinator”. Applications will be reviewed as they are received.

Schedule: Monday – Friday, 9 AM – 5 PM with half-hour lunch, and must be able to work all concert nights (~8 per year, occur on weekends) and occasional community events. Schedule will be adjusted on event and concert weeks to not exceed 40 hours.

Physical and Transport Requirements:

- Must be able to do desk and computer work for extended periods of time
- Must be able to stand for extended periods of time when working at an event
- Must be able to lift at least 25 lbs. (transporting programs, marketing materials, etc.)
- Candidates must be able to get themselves to and from the office and events

Benefits:

- Health Care and Dental Plan
- Two (2) Weeks PTO
- 12 Paid Holidays, per SP&O Holiday policy
- Option to participate in SP&O Simple IRA Retirement program and FSA Flexible Savings Plan
- Parking or public transit monthly pass provided

All offers of employment are contingent upon clear results of a thorough background check. The Sacramento Philharmonic & Opera strives to be recognized for the performance and presentation of high-quality music, also to engage and enrich people of all backgrounds and beliefs. We are committed to advancing diversity, equity, and inclusion in the arts, and aim to provide meaningful and relevant programming for our communities. The SP&O is an equal opportunity employer and does not discriminate in employment based on race, color, religion, sex, gender, national origin, age, disability, or another non-merit factor. All are welcome at the Sacramento Philharmonic & Opera.