

PhilharmoniaBaroque Orchestra&Chorale

Marketing Associate – Job Description

Location: Union Square, San Francisco (from home during the pandemic)

Type: Full time, exempt

Start Date: June 1, 2021

Respond to: mglancy@philharmonia.org

Salary: Competitive

Position Summary:

Reporting to the General Manager and taking strategic direction from the Marketing Consultant, the Marketing Associate is responsible for executing the ensemble's marketing initiatives: subscription and single ticket sales campaigns, digital communications, virtual program marketing, and print materials production. The position manages relationships with outside vendors such as graphic designers and mailhouses and will work closely with the Director of Patron Services.

Duties and responsibilities:

- Execute subscription and single ticket campaigns as informed by marketing strategy
- Maintain calendar to execute all facets of annual subscription and single ticket campaigns
- Serve as point of contact and manage relations with mail houses for numerous direct mailings (postcards, subscription renewal packages, etc.) Responsible for ensuring timely mailing of all print materials.
- Support telemarketing subscription and single ticket campaigns throughout the year
- Develop and supervise production of direct mail, print, broadcast, and digital marketing collateral
- Manage season and off-season program book production
- Manage advertising for program books
- Manage communication with presenters for touring programs
- Maintain and update the orchestra's website; work with webmaster
- Dispatch all e-communications, including monthly eNews, sales e-comms
- Interface with local press, radio partners, etc.
- Uses data and patron segmentation to inform decisions

Qualifications

- Some knowledge of and appreciation for classical music
- Bachelor's degree with 1-2 years of marketing experience at a performing arts organization or internship at a conservatory
- Strong organizational skills and ability to manage multiple competing priorities and deadlines
- Some quantitative skills to evaluate the success of a diverse marketing program
- Familiarity with digital marketing practices
- Some proficiency in WordPress and basic knowledge of HTML and CSS
- Proficiency in Excel
- Some database experience, Salesforce a plus
- Evening and weekend hours required during the season

SALARY: Competitive

HOW TO APPLY:

Email your resume and cover letter to jobs@philharmonia.org with subject "Marketing Associate". No phone calls please.

Philharmonia Baroque Orchestra & Chorale is an equal opportunity employer.

About Philharmonia Baroque Orchestra & Chorale

Under the musical direction of **Richard Egarr** in his inaugural season as Music Director, **Philharmonia Baroque Orchestra & Chorale (PBO)** is recognized as "America's leading historically informed ensemble" (*The New York Times*). Considered the most versatile ensemble of its kind, and performing on period instruments, PBO presents repertoire ranging from early Baroque to late Romantic, as well as new works, and major operatic productions. The ensemble engages audiences through its signature Bay Area series, national and international tours, recordings, commissions, and education programs. Celebrating its 40th anniversary this year, PBO was founded by Laurette Goldberg and led by Music Director Laureate Nicholas McGegan for the past 35 years. Philharmonia is the largest ensemble of its kind in the United States.

PBO's musicians are leaders in historical performance and serve on the faculties of The Juilliard School, San Francisco Conservatory of Music, Harvard, and Stanford. It welcomes eminent guest artists including mezzo-sopranos **Susan Graham** and **Anne Sofie von Otter**, countertenors Anthony Roth Costanzo and Aryeh Nussbaum Cohen, violoncellist Steven Isserlis, and maestros Jonathan Cohen and Jeannette Sorrell. PBO enjoys longstanding artistic **collaborations with The Juilliard School, the Mark Morris Dance Group, and the American Modern Opera Company (AMOC)**, and appears regularly at Disney Hall, Lincoln

Center, Norfolk Chamber Festival and Tanglewood. In collaboration with Cal Performances in 2017, PBO produced a fully-staged period opera, Rameau's *Le Temple de la Gloire*, and produced a fully-staged, reimagined production of Handel's *Aci, Galatea e Polifemo* directed by **Christopher Alden**, and featuring **countertenor Anthony Roth Costanzo, bass-baritone Davone Tines, and soprano Lauren Snouffer** in eight sold out performances in January 2020. "Aci" was named **Best Operatic Performance in the Bay Area by San Francisco Classical Voice in 2020**. PBO also co-produced *Aci* with National Sawdust in Brooklyn, Cath Brittan and Anthony Roth Costanzo in 2017.

Among the most recorded orchestras in the world, PBO boasts a discography of nearly 50 recordings, including a coveted archival performance of mezzo-soprano Lorraine Hunt Lieberson in Berlioz's *Les Nuits D'été*, and a GRAMMY®-nominated recording of Haydn symphonies. The orchestra released the world premiere recording of the original version of Rameau's *Le Temple de la Gloire* with the unedited libretto by Voltaire in 2018. In 2020, PBO released three groundbreaking recordings: a full collection of commissioned works by Pulitzer Prize winner Caroline Shaw, a selection of arias sung by rising star contralto Avery Amereau, and Handel's *Saul* with countertenor Aryeh Nussbaum Cohen.

Philharmonia was the **first ensemble in the San Francisco Bay Area to commission Caroline Shaw**. Shaw wrote four works for Anne Sofie von Otter and the Orchestra, including a major choral work. The first work premiered at LA's Disney Hall; the last at Lincoln Center.

The award-winning **Philharmonia Chorale** is critically acclaimed for its brilliant sound, robust energy, and sensitive delivery of the text. Formed in 1995, the Chorale provides a vocal complement whose fluency in the stylistic language of the baroque period matched that of Philharmonia Baroque Orchestra. Founded by John Butt, a baroque keyboardist and one of the world's leading Bach scholars, the Chorale was led by Lamott from 1997 to 2020. In 2019, Handel's *Saul* was named Best of the Bay's "Best Choral Performance" by *San Francisco Classical Voice*.

Philharmonia is the only major orchestra in the United States with a permanent initiative dedicated to **Jews & Music**. The organization launched one of the most successful alternative concert series in the country, "**SESSIONS**", in 2015 with fully sold out performances, and launched "**In the Office**" in 2019 in partnership with the advertising agency **Goodby, Silverstein & Partners**.

During the pandemic, the organization has presented more than 100 virtual programs, including the popular **Live from Amsterdam with Music Director Richard Egarr**, and "**What's New and HIP**" with **Tarik O'Regan and Richard Egarr**, focused on new music and its place in the classical music world.