

Chattanooga Symphony & Opera
Job Description
Marketing and Communications Manager

Summary

Job Title:	Marketing and Communications Manager
Department:	Marketing
Reports To:	Executive Director
Hours:	Full-Time Salaried Position, includes some nights/weekends
Salary:	Mid-Upper \$30s, depending on experience

Basic Function: The Marketing and Communications Manager leads all marketing and communications efforts for the CSO including media-buying, single ticket and subscription sales campaigns and promotion, press releases, website management, email campaigns, and more, in order to achieve sales goals and the strategic goals of the organization. The Marketing and Communications Manager must be a strong strategic thinker who enjoys using both their left and right brains through creativity and data analysis. He/she must be organized, detail-oriented, and meet deadlines.

Primary Duties and Responsibilities

Marketing Management

- Create/manage and implement all single ticket campaigns including direct mail, advertising buys (print, radio, digital, outdoor, and television), and promotions within the allotted budget.
- Create/manage and implement all subscription campaigns including renewal materials, season brochure, and other acquisition and direct mail materials within the allotted budget.
- Solicit bids from outside vendors for printing, large-scale graphic design, and other projects.
- Track marketing materials schedules and ad deadlines.
- Segment and create direct mailing lists for various mailings.
- Create/manage the production of signage, program books, and additional collateral materials.
- Work with other departments to create/ manage, and/or order promotional materials as needed, such as annual fund materials, education materials, etc.
- Manage and participate in the proofing of all CSO communications.
- Analyze and report on sales data for internal use as well as for board of directors.
- Manage ticket-buying trends spreadsheets and make appropriate changes to campaigns in order to achieve sales goals.
- Keep abreast of latest marketing and sales trends.
- Work directly with Patron Services Manager on discounts, ticket promotions, cross-promotions, and inventory management.

Web Content Administrator:

- Regularly check and update the CSO website to ensure the information is accurate and up-to-date.
- Create appropriate pages, events, and graphics for CSO activities.
- Coordinate with other managers to ensure the information in their areas of oversight is accurate and presented in a user-friendly format.
- Liaison with website provider and vendors.

External Communications:

- Manage social media calendar and content.
- Create and send press releases for CSO news and events.
- Schedule interviews, feature stories, and other media content.
- Create weekly email content for, design, and send e-newsletter.

Miscellaneous:

- Manage marketing bills and invoices that pertain to manager's work scope.
- Act as Manager on Duty at several concerts and CSO events.

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- Attend executive committee and board meetings to report on activities, and staff the External Affairs committee.
- Assist in Box Office as needed for patron ticket sales.

The duties listed above are not all inclusive. The person in this position is expected to perform other work-related duties as assigned even though they may not be considered primary duties.

Work Requirements and Qualifications

Education and Experience: Bachelor's degree preferred in Marketing, Public Relations, Communications, Business, Arts Administration, or other related fields. Some college experience preferred.

Experience: Minimum of three to five years of experience in a marketing, communications, public relations, and/or sales environment. Prior database management experience preferred. Graphic design experience preferred.

Knowledge, Skills and Abilities:

Requires strong computer skills, 10-key, typing, and phone skills. Strong skills required in data analysis and reporting, as well as outstanding written and verbal communication. An ability to problem-solve and think quickly on one's feet is important. Deal with a variety of different personalities and situations while conducting duties in a positive, professional manner in the best interest of the CSO while maintaining excellent customer service.

Successful candidates will have a record of success in completing goals on-time, and be flexible, adaptable and comfortable working in an ever-changing environment, offer the ability to multi-task and possess strong leadership skills including the ability to motivate volunteers to produce quality work. Candidate must be a team player and comfortable working in a small staff environment where 'all hands on deck' is often required.

Equipment to be Used: Standard office environment including phone, computer and printers, Microsoft Office Suite, Adobe Creative Suite. Currently the CSO uses Patron Manager CRM, which operates on a Salesforce platform. Additional components may include iPad or Android tablets, laptop computers, ticket printers, and ticket scanners.

Benefits include health insurance (CSO pays 50% of individual coverage on BCBST group plan), dental, long-term disability, and a 403(b) retirement contribution. Vacation, holiday, and sick days are also provided.

Send cover letter, resume, and any salary requirements to steter@chattanoogasympphony.org by April 15, 2019. No phone calls, please.

About the CSO

The mission of the Chattanooga Symphony & Opera is to inspire, engage, and enrich the greater Chattanooga community through music and music education.

The 2018/19 season marks 86 seasons for the CSO, which played its first concert on November 5, 1933. The CSO, conducted by Music Director Kayoko Dan, consists of top players from the Chattanooga area as well as from across the southern region. The CSO performs a full season of Masterworks, Pops, Chamber, and special concerts from September through May, as well as a variety of community, education and engagement events throughout the year.