

Chattanooga Symphony & Opera
Job Description
Marketing Coordinator

Summary

Job Title:	Marketing Coordinator
Department:	Marketing
Reports To:	Director of Marketing (primary) & Director of Development
Hours:	Full-Time Salaried Position, includes some nights/weekends; flexible hours
Salary:	\$40k
Benefits:	Monthly Health Insurance Stipend, Employer Pension Contribution

Basic Function: The Marketing Coordinator supports all marketing and communications initiatives for the Chattanooga Symphony & Opera (CSO), including campaigns for single ticket and subscription sales, press and media relations, website content, email marketing, and more. This role is instrumental in helping the CSO achieve its sales targets and broader strategic goals. The ideal candidate will be highly organized, detail-oriented, deadline-driven, **and thrive in a collaborative, small-team environment where flexibility and a “team player” mindset are essential.**

Primary Duties and Responsibilities

Marketing Coordination

- Assist in the creation and execution of marketing assets for single ticket and subscription campaigns, including direct mail, renewal materials, season brochures, and audience acquisition materials.
- Support the development of additional collateral such as annual fund brochures, educational materials, signage, and other promotional pieces.
- Proof and edit all CSO communications to ensure clarity, accuracy, and consistency.
- Help solicit bids from external vendors for design, printing, and other contracted marketing services.
- Track marketing schedules and advertising deadlines in collaboration with the Marketing Director.
- Extract and compile data from the CRM system to support campaign analysis and reporting.
- Maintain ticket sales spreadsheets; work with the Marketing Director to adjust campaigns as needed to meet sales goals.
- Support implementation of ticket discounts, promotions, cross-promotional partnerships, and inventory management using the CRM.

Web Content Administrator:

- Maintain and regularly update the CSO website (WordPress) to ensure accuracy and relevance.
- Create event pages, news content, and graphic elements to reflect upcoming programs and activities.
- Work with department heads to ensure their respective content areas are accurate, timely, and user-friendly.

Database Administration

- Assist in building and maintaining season events and concert details within the CSO's CRM system.
- Troubleshoot day-to-day CRM issues and coordinate solutions with relevant staff or vendors.

External Communications:

- Assist with the social media content calendar by contributing ideas and coordinating with the Social Media Coordinator.
- Draft and distribute press releases for CSO events and news, as directed.
- Coordinate interviews, feature stories, and other media opportunities in collaboration with department Directors.
- Create and send weekly e-newsletters and other email communications through the CSO's email marketing platform (Dotdigital).

Note: This position does not oversee or manage the CSO's social media accounts.

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Miscellaneous:

- Process marketing-related invoices and assist with budget tracking as needed.
- Cross-train on Box Office functions and provide support at concerts and special events.
- Perform other related duties as assigned, in support of the overall mission and operations of the CSO.

This job description outlines the general nature and level of work performed by individuals assigned to this role. It is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position.

Work Requirements and Qualifications

Education:

Bachelor's degree preferred in Marketing, Public Relations, Communications, Business, Arts Administration, or a related field.

Experience:

Minimum of three years of experience in marketing, communications, public relations, sales, box office operations, or a related field. Proficiency in Adobe Creative Suite and Canva is required, along with experience using email marketing platforms such as MailChimp, Constant Contact, or similar systems. Experience in database management is preferred. A basic understanding of classical music is helpful but not required.

Knowledge, Skills, and Abilities:

Candidates should have demonstrated experience in graphic design, email marketing campaigns, and copywriting for promotional content. Strong computer skills and exceptional written and verbal communication abilities are essential. Candidates must be organized, detail-oriented, and capable of managing multiple projects in a fast-paced environment. Strong data management and reporting skills are required. The ability to problem-solve, adapt quickly, and engage professionally with a wide variety of personalities and situations is critical. A customer service mindset and a collaborative attitude are a must. Familiarity with classical music is a plus but not mandatory.

Successful candidates will have a proven track record of meeting deadlines, staying organized, and adapting to shifting priorities while maintaining a high level of professionalism and enthusiasm.

Equipment and Software:

Standard office technology including phone, computer, and printer. Proficiency with Microsoft Office Suite, Google Workspace, WordPress, Adobe Creative Suite, and Canva is required. Experience with CRM systems is a plus. Additional tools may include iPads or Android tablets, laptops, ticket printers, and ticket scanners.

Benefits:

Benefits include a health insurance stipend, 403(b) retirement contributions, and paid vacation, holidays, and sick leave.

Send a cover letter and resume to hiring@chattanoogasympphony.org with the subject line "Marketing Coordinator". No phone calls or direct personal emails, please. Applications submitted directly through Indeed or any other job board will not be considered.

About the CSO

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