

Chattanooga Symphony & Opera
Job Description
Director of Marketing & Communications

Department: Marketing

Reports To: Executive Director

Status: Full-Time, Salaried, exempt; includes evenings and weekends

Salary: \$62-65,000

Position Summary

The Director of Marketing & Communications is responsible for developing and executing the Chattanooga Symphony & Opera's marketing, communications, audience development, and ticket sales strategies. This is a highly hands-on director-level position with significant responsibility for both strategy and execution.

The Director oversees the planning and implementation of single-ticket and subscription campaigns, advertising and media buying, digital and email marketing, social media, website content, graphic design, public relations, promotional materials, and audience communications. The position also has primary responsibility for building and maintaining CSO performances within the organization's ticketing system, managing ticket inventory and promotions in coordination with patron-facing staff and volunteers, and supporting effective box office operations.

The successful candidate will be both a strategic thinker and a strong executor. This person should be comfortable moving from developing a marketing strategy to designing a piece of collateral, analyzing ticket sales, building a performance in the ticketing system, writing an email, troubleshooting a problem, or jumping into the Box Office when needed. The position requires creativity, sound judgment, strong attention to detail, excellent organization, and the ability to manage multiple projects and deadlines simultaneously.

This is a fast-paced, collaborative environment in which every member of the staff is expected to contribute ideas, solve problems, take initiative, and pitch in when needed. The Director will have significant ownership of their areas of responsibility and will be expected to bring ideas and solutions to the table, manage resources responsibly, and deliver high-quality work on time.

Primary Duties and Responsibilities

Marketing Strategy & Campaign Management

- Develop, manage, and execute comprehensive marketing strategies for CSO concerts, programs, subscriptions, and special events.
- Develop and implement single-ticket campaigns, including direct mail, print, radio, digital, outdoor, television, social media, email, and promotional partnerships.
- Develop and implement subscription campaigns, including renewals, acquisition, season materials, direct mail, and promotional initiatives.
- Develop marketing plans and timelines for each concert and major initiative, ensuring that all materials and campaigns are delivered accurately and on schedule.
- Establish measurable goals for marketing campaigns and use sales data and audience behavior to evaluate effectiveness and make timely adjustments.
- Work collaboratively with artistic, education, development, and operations staff to ensure marketing strategies support organizational goals.
- Stay current on trends in arts marketing, audience development, digital marketing, ticket sales, and patron engagement.

Chattanooga Symphony & Opera
Job Description
Director of Marketing & Communications

- Identify opportunities for cross-promotion, partnerships, audience growth, and increased ticket revenue.
- Manage marketing projects from concept through completion, including developing timelines, coordinating vendors, creating or directing creative assets, proofing materials, and ensuring deadlines are met.

Graphic Design & Creative Development

- Serve as the designer and creative lead for CSO marketing and communications materials.
- Design or oversee the design of advertisements, direct mail pieces, brochures, posters, postcards, social media graphics, digital assets, signage, program books, presentations, and other collateral.
- Maintain visual consistency and quality across CSO communications and marketing materials.
- Translate marketing strategies and organizational priorities into compelling visual and written communications.
- Work with outside designers, printers, photographers, vendors, and other creative partners when appropriate, including coordinating with and overseeing concert photography.
- Solicit and evaluate vendor bids for printing, design, production, and other marketing projects.
- Manage the proofing and final approval process for marketing and communications materials.

Ticketing & Box Office Operations

- Serve as the primary staff administrator for the CSO's ticketing system, CueBox.
- Build and maintain concert performances, events, seating configurations, pricing, ticket types, discounts, promotions, and related information within the ticketing system.
- Ensure that ticketing information is accurate, complete, and coordinated across the ticketing system, website, marketing materials, and other patron communications.
- Develop and manage ticket inventory, pricing, discounts, promotions, holds, cross-promotions, and sales strategies.
- Monitor ticket sales and buying patterns, and recommend changes to marketing campaigns, promotions, inventory, or other sales strategies.
- Pull, analyze, and report ticket sales and audience data from the CRM/ticketing system.
- Assist with training and oversight of volunteers who support Box Office operations.
- Provide guidance and support to Box Office volunteers to ensure consistent procedures and a positive patron experience.
- Answer phones and sell tickets when needed, particularly during periods of high call volume or staffing needs.
- Assist with Box Office operations during concerts and events.

Website & Digital Communications

- Manage and maintain the CSO website, currently operating on Wordpress, ensuring that information is accurate, current, accessible, and presented in a user-friendly manner.
- Create and maintain event pages, concert information, graphics, promotional content, and other website materials.
- Coordinate with department managers to gather and maintain accurate information for their areas of responsibility.
- Serve as liaison with website providers and vendors to ensure appropriate functionality and integration between the website, CRM, and ticketing system.
- Develop and manage the CSO's email marketing calendar.

Chattanooga Symphony & Opera
Job Description
Director of Marketing & Communications

- Create, design, and distribute regular e-newsletters and targeted email campaigns through the CRM/email platform in coordination with the Development and Communications Manager.
- Monitor email engagement and use available data to improve content and audience response.

Communications & Public Relations

- Develop and manage the CSO's social media calendar and content strategy.
- Oversee part-time Social Media Coordinator.
- Write, design, and distribute press releases and other organizational communications.
- Coordinate media outreach, interviews, feature stories, reviews, and other media opportunities.
- Develop compelling written content for concert promotion, organizational announcements, patron communications, and other needs.
- Ensure consistency in tone, messaging, branding, and accuracy across CSO communications.
- Serve as a communications resource to other departments and provide guidance on the presentation of information to the public.

Budget Management

- Develop and manage the annual marketing budget in collaboration with the Executive Director.
- Monitor marketing expenditures and ensure that projects and campaigns remain within approved budgets.
- Obtain quotes and bids as appropriate and evaluate costs in relation to anticipated results.
- Approve and process marketing-related invoices and maintain accurate records of expenditures.
- Communicate budget concerns, anticipated variances, and opportunities for cost savings to the Executive Director in a timely manner.
- Make strategic decisions about the allocation of marketing resources based on organizational priorities and sales goals.

Organizational & Event Responsibilities

- Serve as Manager on Duty at designated CSO concerts and events, especially mainstage and ticketed performances.
- Attend Board meetings as requested to report on marketing, communications, ticket sales, and audience development activities.
- Staff the Marketing & Development Committee in partnership with the Development Director.
- Collaborate with all CSO departments and participate fully in organization-wide initiatives.
- Provide support to other areas of the organization when needed; in a small organization, all staff members are expected to contribute beyond their individual areas of responsibility.
- Perform other duties as assigned.

Work Requirements & Qualifications

Education

Bachelor's degree preferred in Marketing, Communications, Public Relations, Business, Arts Administration, Graphic Design, or a related field. Equivalent professional experience may be considered.

Chattanooga Symphony & Opera
Job Description
Director of Marketing & Communications

Experience

- Minimum of three to five years of progressive experience in marketing, communications, audience development, arts administration, sales, or a related field.
- Demonstrated experience developing and executing marketing campaigns from concept through completion.
- Strong graphic design experience and proficiency with Adobe Creative Suite or comparable design software.
- Experience with CRM, ticketing, email marketing, or database systems preferred.
- Experience with arts, nonprofit, entertainment, performing arts, or event marketing is preferred.
- Experience managing a budget and working with outside vendors is preferred.

Knowledge, Skills & Abilities

The successful candidate will demonstrate:

- Strong strategic thinking and the ability to translate organizational goals into effective marketing and audience development strategies.
- Excellent graphic design and visual communication skills.
- Exceptional execution and follow-through, with a demonstrated ability to meet deadlines and deliver high-quality work in a fast-paced environment.
- Strong written and verbal communication skills.
- Strong analytical skills and the ability to interpret sales and audience data and turn that information into actionable decisions.
- Excellent organizational and project-management skills, including the ability to manage multiple priorities simultaneously.
- Strong computer skills and proficiency with Google Workplace and Adobe Creative Suite.
- Ability to learn and effectively administer ticketing, CRM, website, email marketing, and other technology platforms.
- Strong attention to detail and commitment to accuracy.
- Ability to troubleshoot problems, make decisions, and think creatively under pressure.
- Excellent interpersonal and customer-service skills.
- Ability to work effectively with a wide range of personalities, including staff, musicians, volunteers, vendors, patrons, donors, and community partners.
- Ability to provide clear direction and training to volunteers and others supporting marketing and Box Office activities.
- Ability to work independently while also functioning as a highly collaborative member of a small staff.
- Willingness to contribute ideas, identify opportunities, and take initiative rather than waiting to be directed.
- Flexibility and a willingness to take an "all hands on deck" approach when organizational needs require it.

Work Environment

We value a casual, collaborative office culture while maintaining professionalism, courtesy, and respect in all interactions in a fast-paced work environment. The Director should expect that priorities will shift, deadlines will occasionally overlap, and unexpected needs will arise. The successful candidate will be someone who enjoys that

Chattanooga Symphony & Opera
Job Description
Director of Marketing & Communications

environment and is able to remain organized, calm, creative, and solution-oriented while managing competing priorities.

The position requires regular attendance at CSO concerts and events, including evenings and weekends, as well as occasional event-related responsibilities outside normal business hours.

Technology

The position uses a standard office environment including computers, phones, printers, and related equipment. Primary software and platforms include Google Workspace, Adobe Creative Suite, CueBox CRM/ticketing, Wordpress, MailChimp, social media platforms, and related digital tools. Additional equipment may include laptops, tablets, ticket printers, ticket scanners, and other event technology.

Benefits

Benefits include a healthcare stipend, flex time, and employer 403(b) retirement contribution. Vacation, holiday, and sick leave are also provided.

The duties listed above are not all-inclusive. The person in this position is expected to perform other work-related duties as assigned, including duties that may not be considered primary responsibilities.

Send a cover letter and resume to hiring@chattanoogasympphony.org. This is an opportunity to step into a significant leadership role at an exciting time for the CSO. We are seeking the right candidate to begin as soon as possible. No phone calls or direct emails, please.

About the CSO

The CSO delivers transformational orchestral experiences that engage, inspire, and connect our community.

We foster a lifelong appreciation for music through dynamic performances, innovative programming, and a commitment to educational endeavors, ensuring orchestral music remains a vital and accessible part of our community.

The Chattanooga Symphony & Opera is an equal opportunity employer. We consider all qualified applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other status protected by applicable federal, state, or local law.