Job Opportunity

TITLE: Director of Marketing and Communications

FLSA CLASSIFICATION: Full-time exempt employee

REPORTS TO: President/CEO

SUPERVISES: Digital Communications Manager and Community Outreach Manager

SUMMARY: The Director of Marketing and Communications develops and implements a strategic marketing and communications plan that supports the organization’s goals as determined by Symphony leadership. This position will be responsible for analyzing and tracking ROI of marketing and advertising efforts and social media with the goal of driving ticket sales, attracting new and diverse audiences (geographic and demographic) and maintaining customer/donor loyalty and engagement.

This position will create all written and digital materials including press releases, feature stories, website content, concert programs, season brochures, email communication, promotional flyers and hand-outs. They work with The Venice Symphony team in assuring all materials and messaging adheres to brand and quality standards.

This position serves as the point person for media inquiries and outreach, including any potential urgent or crisis communication events. Diligence and dedication to supporting The Symphony’s standing in the community and upholding its reputation as an outstanding professional organization with exemplary leadership is key to success in this position.

The successful candidate will be able to initiate and complete multiple tasks, while working and collaborating with Symphony staff members, Board committees, Friends of The Symphony and with the community. They will execute all projects with accuracy and timeliness in a deadline-driven position.

The Director of Marketing and Communications secures advertising support for the concert program necessary to meet the determined financial target while maintaining and building on relationships with those advertisers throughout the season.

The successful candidate for this position will exemplify professionalism in working with co-workers, stakeholders, volunteers, patrons, business and community partners and the general public while being open and accessible at public events and concerts.

QUALIFICATIONS

Education: Four-year college degree

Required Experience and Skills

- Exceptional writing, editing and proofreading skills, preferably in a related field. Writing samples required on application.
- Excellent interpersonal and communication skills
- Demonstrated knowledge of and experience with Microsoft Word and Excel
- Demonstrated ability to utilize Dropbox, Google Drive, Adobe, Zoom and other applications necessary to execute day-to-day requirements of position
- Experience with or commitment to learning CANVA or other design software
- Demonstrated experience and success in utilizing CMS and email marketing software such as Mailchimp and Constant Contact
- Experience with managing and growing social media platforms in a professional setting
- Demonstrated competence in strategic planning and project management
- Supervisory and mentoring experience
- Willingness to work evening or weekends throughout concert season and when requested
- Outstanding work ethic and desire to be part of a dedicated, talented organizational team

**Duties and Responsibilities**

- Implement season subscription, individual concert and renewal marketing campaigns to include strategic purchase and placement of advertising, securing free and earned media coverage, and promotion on social media outlets. Manage and execute campaigns across a variety of channels including print, TV, radio, digital and social media.
- Oversee all aspects of digital and print concert programs from concept to print and distribution. Work with designer and staff on layout. Proofread and fact check all copy including copy provided by Symphony staff and guest artists.
- Work with local businesses, individuals and organizations to promote and secure advertising in The Venice Symphony program to meet budget goals for advertising income. Maintain relationships with advertisers via personal contact, emails and invitations to events.
- Write, design and distribute email campaigns and newsletters to general database and segmented groups to promote awareness and inspire calls to action driving ticket sales, donations and community involvement.
- Steward The Venice Symphony brand regarding use of graphics, images, language and messaging and respond to internal or external issues not in line with organizational branding.
- Work with off-site website manager to maintain and update content on The Symphony’s website. Stay informed of developments in WordPress and other website management tools.
- Develop and implement innovative marketing strategies to increase community involvement and awareness at concerts and on social media including interactive experiences, promotions and contests. Engage and involve staff, board, volunteers and others to support your work and Symphony’s mission though involvement in social media and promotional efforts and events.
- Working with off-site public relations team, Symphony leadership and staff, create innovative and compelling copy and stories to promote 50th anniversary season.
- Monitor and promptly respond to comments and requests by the public on social media.
- Write press releases and distribute to media. Arrange any requested interviews, and follow up on all story and publicity requests to drive organic media coverage.
- Create and update in-house publications, brochures, flyers, fact sheets and educational materials. Collaborate with Symphony staff and work with outside graphic designers and printers to create compelling and on-brand assets.
- Working with leadership, handle with speed and efficiency any communication and/or public relations crisis. Serve as first point of contact for media in any designated “crisis” situation.
- Supervise and support Community Outreach Manager and Digital Communications Manager.
• Work with Symphony leadership to set targets for audience diversification, engagement and organizational growth.
• Attend meetings and events hosted by chambers of commerce, non-profit organizations and other organizations as well as networking and development opportunities to promote the Symphony and support these organizations.
• Maintain and organize image and document database in Dropbox.
• Build an influencer community on Instagram utilizing Symphony musicians and followers.
• Create and distribute surveys after every concert and analyze results to optimize patron experience at future concerts.
• Serve as staff liaison to Marketing Committee.
• Attend and take photos at Symphony events and share photos/stories in emails, on social media and with media contacts to promote the Symphony and increase awareness.
• Provide statistical and demographic information as requested.