

BRECKENRIDGE MUSIC

TITLE: Marketing & Development Manager
REPORTS TO: Executive Director
SUPERVISES: Seasonal Interns
STATUS: Full-Time Exempt

SUMMARY:

Working closely with the Executive Director as well as design and digital marketing contractors, this position is responsible for supporting external communications on behalf of Breckenridge Music. The position plays an integral role assisting with all fundraising and marketing efforts to increase visibility in the community, attract new patrons and further engage current patrons.

DUTIES & RESPONSIBILITIES:

Marketing:

- Assist in developing an annual PR and Marketing strategy with Executive Director and Board of Directors and create and implement an effective plan to drive ticket sales and participation.
- Determine and manage the marketing budget and deliver marketing activity within agreed upon budget
- Create press releases and develop stories to support relationships with local, regional, national, and industry media as well as concierges.
- Develop and administer marketing schedules, adhering to all communications and advertising deadlines, including ad schedules with Summit Daily News, other newspapers, magazines, radio partners, etc.
- Coordinate print and digital collateral development schedules. Collaborate with staff graphic designers, printers, videographers and other vendors to create materials including digital ads, presentations, brochures, press releases, newsletters, event announcements, etc.
- Manage website content, identifying and editing photos and written content that meet the highest professional standards while keeping information current and accurate.
- Produce and distribute e-newsletters and digital campaigns to targeted audiences and prospective ticket-buyers
- Organize and execute audience surveys
- Assist with marketing and PR for Applause! including membership, Gala, and Bon Appetit parties (i.e. designing e-blasts and distribution of other materials)
- Oversee the annual solicitation of local businesses for advertising sponsorships in summer program book, serving as a liaison between business representatives and the program book designers. Ensure the proper administration of benefits for each contributor.
- Participate in organizational brand management.

Development:

- Assist the ED in the research and preparation of all foundation, corporate and government grant proposals, and oversee grant administration and reporting.

- Assist the ED in preparation of materials, including letters, brochures and newsletters, for the fall and spring appeal as well as establish and execute timely distribution process, involving all parties involved in the creation of materials.
- Maintain accurate records of donor contact information and gift history in Salesforce for Non-Profits database
- Generate and edit database reports needed for mailings, campaign progress and solicitor follow-up.
- Ensure effective donor recognition protocols and benefit administration
- Assist Applause! event fundraising committee with print materials (membership book, Bon Appetite book, membership flyer, etc.)
- Coordinate all bulk mailings materials and paperwork with the USPS
- Create and send in summer ticket comp lists to the Box Office
- Assist with Winter Series and Champagne Concerts- ticket processing, communication with ticket buyers (confirmations, directions etc.)
- Other duties as assigned

REQUIREMENTS:

Bachelor's degree required. Master's degree preferred or combination of education with equivalent years of work experience.

- Excellent organizational, written, oral and interpersonal communication skills
- Ability to work as a team player in a fast-paced and goal-oriented environment
- Ability to create and adhere to timelines, facilitate tasks, set priorities and follow-up on details
- Ability to prioritize urgent or last-minute requests, and a willingness to assist when the need arises
- Demonstrated understanding of best practices in fundraising
- Microsoft Office Suite, Salesforce, MailChimp & Adobe Suite experience
- Ability to accommodate a flexible schedule requiring evenings and weekends during the summer Festival period and occasionally throughout the year
- Basic understanding of classical music preferred

APPLICATION INSTRUCTIONS:

To apply send your cover letter, salary requirements, résumé and references in pdf format to Executive Director Tamara Nuzzaci Park at tamara@breckenridgemusicfestival.com. NOTE: PUT "MARKETING & DEVELOPMENT MANAGER" IN THE SUBJECT LINE OF YOUR EMAIL.

Applications accepted through October 26, 2018.

Salary range commensurate with experience.

Breckenridge Music is an Equal Opportunity Employer and does not discriminate based on race, color, national origin, religion, ancestry, sex, age, familial status, marital status, sexual orientation, gender identity and expression, disability or genetic information.

About Breckenridge Music

Founded in 1981, Breckenridge Music is a nonprofit that provides a diverse mix of classical, jazz and popular music performance as well as music education events in and around Breckenridge, Colorado. Every summer, the organization's month-long festival features a resident chamber orchestra of 45 professional musicians whose performances range from traditional to modern and sometimes include multidisciplinary collaborations. Throughout the year, the organization presents chamber music in private homes and public locations as well as regional and national touring acts at the Riverwalk Center in genres including jazz, rock, folk, bluegrass, and country. The organization's education efforts aim to share music with the broadest cross-section of the community and now reach about 4,000 students at schools in three counties.