



## OREGON SYMPHONY Position Description

**Position Title:** Director of Marketing and Sales

**SUMMARY:** The Director of Marketing acts as the Marketing Department's second in charge, closely collaborating with key members of Marketing, Ticket Office, and Telesales staff to ensure the overall coordination and execution of marketing, sales, and promotional strategies for all revenue-generating concerts by performing the following duties:

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** Other duties may be assigned.

1. Works with Vice President for Marketing and Strategic Engagement to plan advertising and promotional strategy for the season based on budgeted goals. Implements advertising and promotional plan for all concerts.
  - Places all media buys and manages expenses for subscription and single ticket sales campaigns.
  - Negotiates and manages all cash/trade deals with print and broadcast media partners including Artslandia publishing partnership.
  - Manages timelines and content development for all television and radio campaigns; works with the Vice President for Marketing and Strategic Engagement and the Artistic Administrator to prepare scripts and music segments for commercial radio station spots, and identifies footage, music and other content for television spots; works with station representatives and/or outside vendors to co-ordinate spot production and to revise/approve the produced spot.
  - Develops, budgets, and manages paid social media strategy.
  - Monitors and adjusts advertising strategy as necessary to maximize ticket sales.
  - Maintains smooth communication with the Design/Production team regarding specs and deadlines for all advertising/marketing projects.
2. Supervises Marketing and Web Content Manager to ensure that the website and social media campaigns achieve annual sales, audience development, and community engagement goals.
3. Identifies new and innovative opportunities to increase awareness of the Oregon Symphony by maintaining and developing relationships with partner organizations and companies.

4. Works closely with VP and marketing team to test ideas for building audiences, including, but not limited to clubs, memberships, rewards programs, and season specific promotions. Evaluates concept logistics and viability, identifies measurable goals with VP and President, and oversees implementation of approved projects.
5. Evaluates telesales lists, reviews call scripts, and sets monthly goals with Telesales and Audience Development managers.
6. Prepares and analyzes daily sales reports. Tracks pacing of concert sales. Identifies opportunities and coordinates pricing adjustments with Ticket Office Manager to maximize revenue and fill concert hall based on demand.
7. Creates earned revenue forecast based on sales patterns. Presents findings with VP on a monthly basis to President and CFO along with ideas for improving performance.
8. Conduct market research and surveys as needed, utilize findings for organizational improvement and strategic direction as appropriate.
9. Works with VP to plan profiles, features, and President letters for InSymphony magazine.
10. Works with the Design team to ensure adherence to organizational branding guidelines across all platforms, enforce brand and aesthetic values among all departments
11. Monitors trends and developments in marketing and applies appropriately
12. Attends weekly artistic planning meetings and researches marketability of proposed artists.
13. Attends concerts and Symphony events. Is available to support projects in hall – promotional displays, events, talks, photography, etc.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** Bachelor's degree (B. A.) from four-year college or university and a minimum of five years marketing experience, preferably in the arts sector, ideally with an orchestra. A background in classical music is a plus.
- **Language Skills:** Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.
- **Mathematical Skills:** Ability to budget and forecast with accuracy and to calculate figures and amounts such as discounts, percentages, etc.
- **Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.
- **Computer Skills:** Extensive Excel spreadsheet experience; working knowledge of Microsoft Office software; ability to quickly learn and use new software; Tessitura database software experience a big plus.
- **Certificates, Licenses, Registrations:** None required

**OTHER SKILLS AND ABILITIES:**

Experience in pricing tickets and forecasting sales.

**OTHER QUALIFICATIONS:**

Team player. Flexibility to work occasional evenings and weekends as needed.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is frequently required to talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

**If you are interested in the position, please submit a cover letter and resume to [careers@orsymphony.org](mailto:careers@orsymphony.org). No phone inquiries, please. Position is open until filled.**