



OREGON  
SYMPHONY®

DAVID DANZMAYR, MUSIC DIRECTOR

## Marketing Operations Coordinator

**SUMMARY:** The Marketing Operations Coordinator provides operational support across the marketing department for single ticket, subscription, and digital campaigns. This position reports to the Marketing Manager (MM) and supports the Director of Marketing (DOM) on all Oregon Symphony marketing and outreach campaigns, coordinates execution of campaigns, and partners in vital community relations.

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

1. Campaign coordination for advertising campaigns, including subscription, digital initiatives, paid social media and single ticket campaigns. Manages media insertion calendars, creative asset requests, ad trafficking and logistics around media orders. Works with Marketing Manager and Director of Marketing on strategic direction for creative.
2. Assists with creation of all campaign emails and direct mail campaigns, and orders patron address lists for deployment.
3. Works with DOM and MM to maintain and build community partnerships for reciprocal marketing opportunities, acquisition, audience diversity initiatives, audience growth, etc.
4. Proofreads in detail all marketing materials as needed and arranges for external distribution.
5. Generates analytic reports as needed from Tessitura to support audience growth strategies and ticket sales.
6. Manages marketing displays (video and print) in the ticket office and in the hall, ensures that creative assets are ordered in time to meet deadlines and delivered to venue.
7. Attends digital advertising strategy meetings with external stakeholders and consultants. Views results and reporting on digital campaigns to discover key takeaways with MM.
8. Gathers, analyzes, and compares single ticket and subscription data from internal database.
9. Acts as liaison with Portland's House Manager, Oregon Symphony Front of House Manager, and Production staff to coordinate special events in the hall.
10. Works with DOM to coordinate communication and execution of subscriber Open Rehearsals.
11. Available to attend events at the hall or in the community, on weekends and evenings as needed.

12. Attends meetings, as needed, on topics such as creative development, dynamic pricing, event planning, and campaign calendars; takes and distributes notes when required.

**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.

- **Experience:** Two years' experience in advertising, marketing, or related field. Familiarity with Tessitura preferred.
- **Analytical/Mathematical Skills:** Ability to calculate figures and amounts such as discounts, percentages, etc., with accuracy.
- **Reasoning Ability:** Ability to apply commonsense 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:** Working knowledge of Microsoft Office programs such as Word, Excel, Outlook, and internet software required; working knowledge of or ability to quickly learn Tessitura ticketing systems. Previous experience in Tessitura Analytics or RMA (Revenue Management Application) helpful but not required.
- **Education:** Bachelor's Degree in arts, marketing, communications, or related field (preferred, though related experience may be substituted for this requirement).
- **Arts:** Interest in and passion for music, the arts a plus.

**OTHER QUALIFICATIONS:** This position is typically daytime M-F but will be required to occasionally work weekend and/or evening hours during the performance season.

**OTHER SKILLS AND ABILITIES:** Superior organizational skills, excellent attention to detail, and the ability to work in a fast paced, multitasking team environment. Must be able to adapt to quickly changing priorities. Knowledge of and appreciation for live classical music a plus; passion for music and the arts is a must.

**COMPETENCIES:** To perform the job successfully, an individual should demonstrate the following competencies.

- **Quality:** Demonstrates accuracy and thoroughness; Displays commitment to excellence; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Customer Service:** Displays courtesy and sensitivity; Manages difficult or emotional customer situations; Meets commitments; Responds promptly to customer needs (internal and external); Solicits customer feedback to improve service.
- **Ethics:** Treats everyone with respect; Inspires the trust of others; Works ethically and with integrity; Upholds organizational values.

- **Teamwork:** Establishes and maintains effective relations; Exhibits tact and consideration; Displays positive outlook and pleasant manner; Offers assistance and support to co-workers; Works cooperatively in group situations; Works actively to resolve conflicts.
- **Judgment:** Displays willingness to make decisions; Exhibits sound and accurate judgment within assigned authorities; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Initiative:** Volunteers readily; Seeks increased responsibilities; Takes independent actions and calculated risks as appropriate to assigned authority; Looks for and takes advantage of opportunities; Asks for help when needed.
- **Organization Support:** Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.
- **Problem Solving:** Identifies problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Resolves problems in early stages; Works well in group problem solving situations.
- **Project Management:** Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Use of Technology:** Demonstrates required skills; Adapts to new technologies; Troubleshoots technological problems; Uses technology to increase productivity; Keeps technical skills up to date.
- **Leadership:** Exhibits confidence in self and others; Inspires respect and trust; Reacts well under pressure; Shows courage to act.
- **Communications:** Speaks and writes clearly, informatively, and persuasively; Listens and gets clarification; Responds well to questions. Participate in meetings.
- **Dependability:** Takes responsibility for own actions; Meets attendance and punctuality guidelines; Schedules time off in advance; Ensures work responsibilities are covered when absent; Follows instructions, responds to management direction.
- **Planning and Organization:** Prioritizes and plans work activities; Uses time effectively; Plans for additional resources; Sets goals and objectives; Works in an organized manner.
- **Quantity:** Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Achieves established goals.

**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. This position is currently following a weekly hybrid work model (working remotely and in-office).

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.

*The Oregon Symphony is an equal opportunity employer and is committed to diversity, equity, and inclusion in all facets of the organization. We seek to develop a diverse candidate pool and welcome nominations and applications from all qualified candidates regardless of race, gender, sexual orientation, age, disability, religion, or national origin.*