



Job Title: Marketing Partnership and Group Sales Manager

Department: Marketing

Reports To: VP of Marketing and Strategic Engagement

Supervision Exercised: None

FLSA Status: Full time, exempt

SUMMARY: The Marketing Partnership and Group Sales Manager is a dynamic position responsible for the identification, cultivation, solicitation, and stewardship of marketing partnerships with the objective of building and diversifying audiences at Oregon Symphony performances, and helping reach the organization's annual earned revenue goal in excess of \$10M.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Works with VP of Marketing and Strategic Engagement to develop and set goals for a partnership marketing strategy which aligns the Oregon Symphony with relevant organizations and their constituents (members, employees, guests – etc.) to build symphony awareness and attendance.
- Manages partnership and prospecting database. Researches and grows prospect list of corporations, community organizations, schools, churches and other potential group sales purchasers.
- Creates compelling partnership proposals, decks, and other collateral material in order to attract new partnerships through recognition and branding opportunities, ticket promotions, experiential activities, and other benefits that enhance the presentation.
- Serves as liaison with various Chambers of Commerce, tourism and concierge associations, and attends selected events and conventions in representation of the Oregon Symphony.
- Interfaces with departments outside of marketing including, development, operations, and community engagement to maximize partnership leads. Collaborates with staff as needed on integrated partnership proposals involving multiple departments.
- Researches Oregon Symphony concerts to gain in-depth knowledge of season performances. Develops custom proposals to leverage partnership opportunities around season themes whenever possible.
- Stewards ongoing marketing partner and group sales relationships. Increases repeat attendance of groups from season to season with a robust retention program.
- Strives to meet and exceed budgeted group sales goals.
- Prepares weekly group sales reports with written summaries of progress, challenges, and goals.

- Coordinates with Patron Communications Manager in the fulfillment of group sales including billing, payment, seating, and distribution of partner tickets, as well as any custom partnership deliverables in the hall such as artist meet and greets, and special events.
- Collaborates with the marketing department to integrate group sales messaging into concert promotions whenever possible.
- Manages and updates group sales policies and procedures to ensure the best customer experience possible.
- Understands overall sales goals and maintains accurate records of all pricing and sales.
- Comprehends and utilizes all company technology and software systems.
- Attends all meetings as assigned.

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.

- Bachelor's degree or equivalent from an accredited university or college preferred; specializing in business, marketing, management, communication or psychology
- Minimum three (3) plus years of experience in sales required
- Previous group sales experience preferred
- Interest in music and live performance preferred
- Must demonstrate effective written and oral communication skills and the ability to work cooperatively with others inside and outside of the organization.
- Must have excellent communication and interpersonal skills, including presentation, negotiation and conflict resolution skills
- Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals; Works within approved budget; Contributes to profits and revenue; Conserves organizational resources.
- Requires a positive attitude, self-direction and flexible team-oriented approach to working with others
- 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 add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- 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:** To perform this job successfully, an individual should have strong working knowledge of Microsoft Office Suite (Outlook, Word, Excel, PowerPoint). Experience with Tessitura preferred.
- **Certificates, Licenses, Registrations:** Current Oregon driver's license, good driving record and liability insurance that meets the minimum personal coverage level required by company policy.

OTHER SKILLS AND ABILITIES:

Exceptional people skills, persuasive presentation skills, knowledge of product, proven ability in making sales, professional appearance and demeanor, winning personality.

OTHER QUALIFICATIONS:

Ability to work evening and weekend hours. Appreciation for live symphonic music a plus.