



**Oakland Symphony
Marketing Manager
Posted: July 11, 2018**

Organization Profile

The Oakland Symphony (www.oaklandsymphony.org) brings together orchestral music and choral music as well as youth education and community interaction to strengthen the Oakland/East Bay community by providing quality live performances, education for lifetime enrichment and the perpetuation of the performing arts.

Under the artistic leadership of Michael Morgan since 1990, the Oakland Symphony is celebrated as one of the most distinctive regional orchestras in the country, originally founded in 1933, and reconstituted in 1988 to serve a diverse population through its unique convergence of artistic excellence, community service, and education programs. The Symphony, currently comprised of 70 musicians, offers a wide range of symphonic music, not limited to the traditional classic repertoire, in order to reach a broader audience. Oakland Symphony Youth Orchestra, founded in 1963, is an audition-based pre-conservatory ensemble, drawing membership from over 30 cities and over 60 schools, and is a local leader in diversity of its membership. The Oakland Symphony Chorus of over 100 amateur singers is launching its 60th season serving the community through vocal training and performance opportunities for all. The Chorus and Youth Orchestra present their own performances as well as working with the Symphony. In 2010, the three organizations merged to serve the community better and are now known collectively as the Oakland Symphony.

The 2018-2019 Symphony season features seven concerts, programming orchestral masterworks together with contemporary performance and performers and cutting-edge new presentations. The annual budget is \$2.6 million with a subscription and single ticketing revenue budget of about \$500,000. Concerts are performed at the historic Paramount Theater in Uptown Oakland.

The Oakland Symphony aspires to be a leader in Oakland's continuing transformation – an inclusive and celebratory institution championing the expansion and recognition of Oakland's unique cultural presence through symphonic music performance and education. It seeks a Marketing Manager who prioritizes a diverse, equitable, and inclusive environment and is passionate about the accessibility of the Symphony's programming.

Reports to:

Executive Director (primary) and Marketing Consultant (secondary) in collaboration with the Artistic Director

Supervisor to:

Patron Services and Database Manager
Group Sales Manager
Social Media Coordinator
Public Relations Consultant



Job Summary

The Marketing manager will execute strategies to meet organizational objectives through effective management of the marketing, advertising, and promotional activities of the organization.

Key Responsibilities

- Executes renewal, new subscription and single ticket sales campaigns as directed by Marketing Consultant;
- Oversees the development of creative materials with input from Artistic Director and Marketing Consultant;
- Places all media advertising, coordinates direct marketing efforts of mail and telemarketing;
- Monitor, review and report on ticket sales and marketing activity - both single tickets and subscriptions;
- Develop and implement marketing plans and projects for new and existing Oakland Symphony, Oakland Symphony Chorus, Youth Orchestra and MUSE events;
- Collaborate with Development and Box Office to promote patron engagement;
- Coordinate public relations efforts including:
 - - concert promotions
 - speaking engagements for conductor, musicians, guest artists & others;
 - maintenance of guest artist, musician and print publicity files;
 - working with Public Relations Consultant to identify newsworthy events;
- Facilitate marketing research & trend analysis;
- Prepare annual marketing budget in consultation with the Executive Director and Marketing Consultant;
- Drive overall CRM and direct marketing.

Qualifications:

A successful candidate must possess:

- Superb execution;
- Proactive with high level of professionalism, consistency, and, autonomy;
- Meets deadline;
- High energy and positive attitude;
- Equates numbers to outcomes;
- Solutions focused, strategic thinker, with superior verbal and written communication skills.

Preferential consideration is given to the candidate who holds:

- Business or marketing-related degree or equivalent professional qualifications;
- Interest in pursuing a career in arts administration.
- Knowledge of orchestral repertoire.

Compensation:

This is a full-time, exempt position with hours typically Monday – Friday with some night and weekend requirements. Annual salary between \$58,000 to \$63,000.

Please respond with cover letter and resume to jobs@oaklandsymphony.org. No Phone calls please. Job is open until filled.