



**Oakland Symphony
Marketing Manager
Posted: February 7, 2020**

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:

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

Works with:

Publicist
Operations Manager
Office Manager
Development Team



Supervisor to:

Photographer/Videographer
Box Office/Front of House Volunteers

Job Summary

The Marketing Manager will execute strategies to meet organizational objectives through effective management of the marketing, advertising, ticketing, audience engagement, 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 directed by Marketing Consultant; with input from Artistic Director;
- Places all media advertising, coordinates direct marketing efforts of mail and telemarketing, and sets up all Facebook/social media advertising;
- Monitor, review and report on ticket sales and marketing activity - both single tickets and subscriptions;
- Coordinate recruitment efforts for Oakland Symphony Chorus and Oakland Symphony Youth Orchestra;
- 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;
- Prepare annual marketing budget in consultation with the Executive Director and Marketing Consultant;
- Manage Hall Pass ticketing initiative, including recruiting and liaising with distribution partners, fielding pass holder questions, and tracking redemption and attendance data;
- With Office Manager, coordinate concert front-of-house, including box office setup, ticketing troubleshooting, audience crowd-flow, and lobby tables.

Qualifications:

A successful candidate must possess:

- Superb execution;
- Proactive with high level of professionalism, consistency, and, autonomy;
- Organization and effective follow-through;
- High energy and positive attitude;
- Equates numbers to outcomes;
- Flexibility and problem-solving skills;
- Effective collaboration skills and comfort working with others;
- Solutions focused, strategic thinker, with superior verbal and written communication skills;
- Experience with Google Drive/Suite, Microsoft Office Suite;
- Access to reliable transportation.



Preferential consideration is given to the candidate who holds:

- Previous experience as a marketing manager in the performing arts;
- Interest in pursuing a career in arts administration;
- Knowledge of orchestral repertoire;
- Experience with any of the following: PatronManager or similar CRM/ticketing system; Emma, Mailchimp, or similar automated email platform; Adobe Photoshop/InDesign; Buffer, Hootsuite, or similar social media scheduling platform.

Compensation:

This is a full-time, exempt position with hours typically Monday – Friday with some night and weekend requirements. Annual salary between \$50,000 to \$60,000.

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