

ALBANY SYMPHONY MARKETING MANAGER

Reports to: Executive Director



About the Albany Symphony: The Albany Symphony is an orchestra dedicated to celebrating our living musical heritage and the music of our time. Through brilliant live performances, innovative educational programs, and engaging cultural events, the Albany Symphony is committed to serving a broad and diverse community. Based in the New York Capital Region, the Albany Symphony has won numerous national and local awards and recognition for its adventurous programming, recording projects (including two GRAMMY® awards), composer residencies, and in-school programs. The Albany Symphony's current operating budget is \$3.1 million with a growing portion of revenue from subscription and group sales.

Summary: The Marketing Manager is responsible for administering all marketing and public relations efforts for the Albany Symphony. Working closely with key vendors, the Director of Development and Marketing, and the Audience Development Committee, the Manager's primary goals are to meet/exceed subscription and single ticket sales goals, and increase public visibility of the Symphony's offerings and values. The position requires occasional evening and weekend hours including Albany Symphony performances and events. This is a full-time position reporting to the Director of Development and Marketing. The ideal candidate is a motivated team player with a keen attention to detail and the ability to multitask within a fast-paced work environment. The Albany Symphony welcomes candidates from ALAANA communities.

Duties and Responsibilities

Marketing, Advertising and Sales

- Drive execution of annual season subscription and single ticket sales marketing plans for series, special and educational offerings with appropriate staff, Audience Development Committee, key vendors (designers, printers, telemarketers) and media partners (print, direct mail, list, broadcast, etc.)
- Oversee and aid in design, editing and production of all marketing collateral and public relations pieces, including but not limited to: print ads, radio commercials, postcards, flyers, brochures, e-newsletters and other print and online content
- Manage the Albany Symphony's annual calendar of sales and marketing deadlines
- Provide regular sales and marketing updates to the Audience Development Committee
- Implement strategies for under/over-producing events with the Director of Development and Marketing and the Symphony Box Office
- Coordinate all marketing placements including print, radio, email, and sales-oriented social media posts
- Serve as chief copywriter for all sales and marketing materials
- Pursue group sales opportunities for Albany Symphony concerts
- Collaborate with the Symphony Box Office on ticketing and customer service, and providing back-up support to the Box Office as needed

Public Relations, Publications and Collaboration

- Coordinate development and execution of public relations plans promoting Symphony concerts, events and initiatives, as well as any other opportunities to gain exposure
- Serve as a primary point of contact for local and national press for Symphony events including the American Music Festival, supporting and cultivating media relationships and fulfilling media requests
- Schedule media interactions for Music Director and others, as appropriate
- Manage copywriting, editing, interdepartmental collaboration and the editorial calendar for the Symphony's program book, as well as the Symphony's relationship with the book publisher
- Build civic relationships that encourage and support effective marketing and public relations efforts, including but not limited to other regional civic and arts partners, Chambers of Commerce, New York State Tourism
- Support the Development and Marketing team and other Albany Symphony colleagues with projects including occasional on-site assignments at concerts and events
- Other duties as assigned

Skills and Qualifications

- Equivalent of Bachelor's degree and 2 years marketing and sales experience
- Demonstrated advertising, project management and / or other relevant experience
- Strong computer skills with knowledge of Microsoft Office Suite
- Strong interpersonal skills with an ability to work well with people across a diverse patron base
- Strong organizational skills and attention to detail
- Ability to think quickly and solve problems creatively
- Excellent verbal and written communication skills
- Knowledgeable and passionate about the arts. Knowledge of orchestral music a plus

Compensation and Benefits

Salary is \$37,000 to \$40,000. Benefits include health insurance, dental insurance, parking, sick leave, personal days, holidays and vacation days.

To Apply

Submit via email a résumé and a brief cover letter outlining your interest in this position to Anna Kuwabara at annak@albanysymphony.com. Please put "Marketing Manager" and your name in the subject line.