

Position Description

Title: Marketing Director

Details: Full-time, 40hrs/week, salaried, exempt; onsite with 1 remote day/week, 14 holidays, 10 vacation days, competitive benefits; occasional weekend/evening work required as needed for concerts and special events; must be able to lift up to 40 lbs.; salary range \$65,000-\$75,000, contingent upon experience

Reports to: Executive Director

Supervises: Patron Services Manager (FT), Marketing Assistant (PT), Graphic Designer (IC), Website Manager (IC)



RESPONSIBILITIES

- Create, advance plan, and oversee all Marketing, Public Relations, and Ticketing initiatives of The Symphony.
- Lead all strategic and budgetary initiatives for the department. Create detailed plans for larger marketing initiatives: setting and meeting goals, timelines, and delegating responsibilities across the Marketing Team (detailed above).
- Provide marketing support for 11+ subscription concerts, 3+ community concerts, 10+ youth concerts, and dozens of free concerts across Santa Fe. Advertising includes (but not limited to): print, radio, digital, social media, community listings.
- Oversee and ensure the success of subscription, single ticket, and group sales campaigns, as well as discount ticket initiatives. Works closely with Patron Services Manager to execute promotions and sales.
- Oversee customer service policies and concert activities, including working with the Patron Services Manager to create the onsite concert duty calendar for concerts and personally being an onsite supervisor for most concerts.
- Direct, troubleshoot and expand the use of the Tessitura database. Report sales data and advertising reach monthly to the Board of Directors.
- Work closely with Development and Education departments to support their marketing needs, providing strategic advice, overseeing asset creation, and measuring the success of campaigns.
- Monitor and maintain consistent brand execution across all materials and platforms.
- Serve as the primary liaison to advertising agencies, public relations firms, graphic designers.
- Support and oversee the Patron Services Manager in communicating with the Lentic Box Office, front-of-house staff, and to other external vendors.
- Manage a team of 1 full-time (Patron Services Manager) and 3 part-time/contract staff (Marketing Assistant, Graphic Designer, and Website Manager).

QUALIFICATIONS

- Minimum 5 years of related experience, including at least 3 years in a leadership role managing a complex marketing department including a multi-person staff that operates on a high level of excellence.
- Great team player, proactive and responsive. The Symphony operates collaboratively, working closely with our venues and other partners across Santa Fe.
- Proven success managing subscription and single ticket campaigns for nine-month seasons and large-scale performances.

- Strong knowledge of, or ability to master, Tessitura, Wordpress, Google Analytics, Google Ad Management, Facebook, Instagram, Threads, Constant Contact, Wordfly, SurveyMonkey, Jotform, inDesign, Canva, and new systems as required.
- Proven success creating detailed plans for staff and external vendors for larger initiatives including setting and meeting goals, timelines, schedules, communicating and delegating responsibilities to the team.
- Proven success managing subscription and single ticket campaigns for both live performance seasons and online performances, as well as managing student tickets and group sales.
- Proven success creating and managing budgets.
- Experience managing website development and maintenance.
- Knowledge of symphonic and choral repertoire, ability to implement style standards for listing repertoire.
- Outstanding inclusive communication skills, including writing and editing, as well as verbal communication, with the ability to work effectively with a broad range of constituents.
- Excellent design sensibility, creativity, and flexibility.
- An eagerness to learn, understand, analyze and exploit new marketing trends and platforms, with a proven ability to set and meet goals and benchmarks, and to react quickly to data.

HOW TO APPLY

- Please submit a resume and cover letter to employment@santafesymphony.org with “Marketing Director” in the subject line. We look forward to hearing from you!
- The Santa Fe Symphony provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.