

RICHMOND SYMPHONY

Digital Marketing Coordinator

The Richmond Symphony is recruiting a new Marketing Coordinator to support the Symphony's marketing team in delivering our new digital development strategy. This is an exciting time to join the Symphony as we welcome our new Music Director Designate, Valentina Peleggi, and embark on new ways to share our music. This role will suit an early- to early-mid career person who is a positive self-starter and a team player, keen to work in a hands-on and fast paced environment utilizing a wide range of marketing and communication tools.

The Symphony is committed to ongoing professional development and this is a learning opportunity to gain valuable professional experience and training. The Marketing Coordinator will be in attendance at high level strategy meetings, gaining insight and experience in arts management and non-profit organization as well as participating in a personalized training program.

Reporting to the Marketing Manager, the Marketing Coordinator will contribute to the success of the Richmond Symphony's operation through the promotion of ticket and merchandise sales, audience engagement, concert attendance, fundraising and sponsorship support, education and community engagement programs. The Marketing Coordinator supports the marketing department's digital marketing/communication initiatives, with a focus on handling logistics for digital marketing campaigns, product and concert launches, events and strategic partnerships. A large part of the role is working with and within the different teams at the Symphony, liaising or coordinating information and executing essential and timely tasks. The role requires strong written skills to develop original copy for social media platforms website content, direct mail, digital and print advertisements while maintaining a consistent brand voice across all digital channels, copyediting and marketing materials.

Responsibilities:

- Develop and execute email marketing campaigns that drive subscriptions/ticket sales, win back lapsed customers, encourage social media following, and increase customer engagement.

- Maintain marketing/ communication content calendars, implement email list segmentation and personalization strategy.
- Regularly produce digital reports on email, web, and social media performance, uncovering opportunities within the data and collaborating with the team to develop action plans to impact KPIs and prepare over-arching success stories to share internally and adapt for external use.
- Contribute to digital ideation and the execution of organic email list growth initiatives, continuously monitoring list health and optimizing programs accordingly.
- Coordinate the planning, implementation and execution of digital marketing campaigns and initiatives to drive growth. This involves liaising with internal and external teams to collect content, information and deliverables, while tracking budget and timeline.
- Using project management software, facilitate the creative approval process with various cross-functional teams.
- Communicate with outside vendors to track and process invoice allocations and approvals.
- Help to maintain and manage website updates via Wordpress and collect data via Google Analytics.
- Research vendors and digital marketing trends.
- Record keeping in line with the Symphony's administration processes.

Essential Experience:

- Bachelor's degree (Marketing, Communications, Arts and/or related field is preferred).
- Minimum 3 years of demonstrable Marketing/Communication experience including experience in multi-channel marketing through traditional media, grass roots efforts and digital campaigns.
- Proven use and understanding of social media platforms and associated scheduling and tracking software.
- Proven track record of effective time management and meeting deadlines.
- Proven strong organizational skills.

Person specification:

- Ability to multi-task and meet simultaneous deadlines in a fast-moving environment.
- Highly analytical, results-oriented with an acute eye for detail.
- Ability to anticipate problems or to identify them before significant impact on service delivery, expenses or revenues occurs.
- Ability to work both as a team member and to work autonomously and take initiative.
- Interest or experience in the Symphony or performing arts.
- Enthusiasm for new technology and the internet space.
- Excellent communicator (verbal, written & visual presentation).

- Keen to learn new skills and be very hands-on in production of essential marketing tasks and seeing a project through from start to finish.
- Comfortable in a fast-paced environment where change is a constant.

Salary: \$36,000-40,000 per annum.

Benefits: Benefits include health insurance, long term disability, self-funded dental insurance, employer contribution to 403(b) account, and paid vacation, holiday, and sick leave. Parking is available.

How to apply: Please send a cover letter and resume by 10:00 am on June 15, 2020 to cthornbrugh@richmondsymphony.com. Position open until filled. Phone calls will not be accepted. There will be a two-stage interview process including a submission of recent work and a brief written exercise. Candidates must be able to start in July 2020.

