The Richmond Symphony is seeking a sales-oriented individual for the position of Assistant Director of Marketing and Sales to join its administrative team. The organization has made recent investments to build its audience, and the results to date are encouraging. The next step is to hire a deadline-motivated Assistant Director of Marketing and Sales responsible for the day-to-day marketing and advertising processes that drive ticket sales.

This individual will execute the tasks proven to deliver strong ticket sales, and grow customer relationships, for the Symphony on a multi-year trajectory to increase ticket sales to $2M annually.

Responsibilities include: Implementing marketing plans for the subscription season, ticket sales campaign and, for individual concert ticket sales, utilizing direct mail, radio advertising, limited print advertising, telemarketing, and promotions. Secondary media management includes social media, e-marketing, newsletters, digital advertising and the symphony website.

The Assistant Director of Marketing and Sales has direct management of a department of five, who work together to meet or exceed sales goals, subscriber retention, subscriber growth and overall communication of the work of the Symphony to the Richmond region.

**Responsibilities/Duties/Functions/Tasks**

- Drives the Symphony marketing plan in consultation with the Director of Advancement and Patron Communications and external consultants, executing with the marketing and patron services team.
- Directly manages five staff members – Production Designer, Digital Media Coordinator and Business Relations Coordinator, Senior Manager of Patron Services and Patron Services assistant.
- Facilitates and supervises development, production and distribution of all creative materials, including direct mail pieces, advertising, concert program books, playbills, annual reports etc.
- Works with designers (in-house and external), suppliers and production personnel, list managers, printers, mailhouses, TV and radio outlets.
- Supervises list management vendors, delivering clean house lists, maintaining and refining list segments through regular reviews.
- Builds and maintain media relationships to expand the Symphony’s public relations efforts
- Supervises expenditures for all Symphony marketing efforts according to budget.
- Negotiates media buys and cash/trade agreements with media outlets.
- Oversees the digital footprint of the symphony, developing content, maintaining accuracy and building brand from website to social media across departments, developing and measuring growth and reach regularly.
- Oversees mailhouses and postal processes, and maintains USPS permit funding and regulations.
- Supervises photographers and maintains image files.
- Assists Box Office, taking ticket sales calls when traffic is heaviest.
- Updates and maintains archival files of program books, press releases and articles, and marketing materials, etc.
- Represents the Symphony at concerts, events and activities as needed.
Qualifications

Successful performance in this position requires an individual with excellent organizational skills, financial acumen, an eye for detail and efficient time management. We also look for the ability to collaborate creatively and work effectively with internal and external partners, and the ability to execute tactical activities that accomplish departmental and organizational goals.

- Minimum 5+ years of Marketing and/ or Sales experience is required
- Proven experience of managing small teams / staff
- Ability to communicate effectively both verbally and in writing
- Degree in Marketing, Communications, Arts and/ or related field is preferred
- Experience in multi-channel marketing through traditional media, direct mail, grass roots efforts and online/digital campaigns and social media
- Proven track record of effective time management, flexibility and strong organizational skills
- Commitment to the principles of teamwork and shared responsibility
- Ability to multi-task and meet simultaneous deadlines
- Ability to handle confidential conversation, correspondence and records
- Ability to relate to a diverse group of people including staff, board members, audiences and community members
- Ability to anticipate problems or to identify them before significant impact on service delivery, expenses or revenues

Environment

- Position will have work space in the Richmond Symphony office (parking provided). Flexible work from home / office options are available.
- Work is performed in a friendly and fast paced office environment.
- Attendance and participation at concerts, events and activities will be expected outside of normal office hours and on weekends.
- Competitive benefits package
- Salary range: $55k to $60k depending on experience.

To Apply

- Please send a cover letter and resume to Frances Sterling, Director of Advancement and Patron Communications, fsterling@richmondsymphony.com.
- The review process starts August 13th
- Phone calls will not be accepted.

Equal Opportunity Employment

- The Richmond Symphony proudly supports Equal Opportunity Employment. Our organization does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.
- If you need assistance or an accommodation due to a disability, please don’t hesitate to let us know in your application email.