



MARKETING MANAGER, RENO PHILHARMONIC ASSOCIATION

POSITION TYPE: FULL TIME EXEMPT/SALARY

EXPERIENCE: 2-5 YEARS

EDUCATION: BACHELOR'S DEGREE

REPORTS TO: Chief Development & Marketing Officer

JOB SUMMARY

The Marketing Manager develops and implements programs that help the orchestra to achieve its budgetary goals and long-range objectives of attendance and ticket sales while promoting the image and visibility of the orchestra. Using a strategic mix of traditional and digital media this position is responsible for coordinating with the Box Office Manager to execute season subscription and renewal campaigns, with the Marketing & Development Coordinator for concert advertising and promotion, and includes all aspects of marketing, sales, public relations, and special events.

This position is fast paced, and task oriented with strict deadlines and requires experience in marketing, with an emphasis on strategy. The position requires imagination, resourcefulness, organization skills, and ability to work under pressure while maintaining a positive attitude and flexibility.

KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIREMENTS

- Bachelor's degree or equivalent experience.
- Two to five years of marketing or advertising experience, preferably in the performing arts or music.
- Knowledge of ticketing and CRM systems
- Experience in sales and/or fundraising
- Strong attention to detail, organizational skills and ability to work on multiple projects simultaneously.
- Excellent written and verbal skills. Experience writing compelling sales copy preferred.
- Solid understanding of direct mail and data management.
- Understanding and appreciation of music, or willingness to learn
- Demonstrated success at marketing events and increasing earned revenues

PRINCIPAL DUTIES AND RESPONSIBILITIES (SUBJECT TO CHANGE)

Marketing Management and Strategy

Work with the Chief Development and Marketing Officer to develop and ensure implementation of all ticket sales campaigns, including season subscriptions and single ticket sales. Coordinate the distribution of all materials used to support the orchestra's marketing and public relations efforts. Ensure the brand standards, quality, consistency, and accuracy of all orchestra communications. Responsible for meeting earned revenue goals for ticket sales and program book advertising.

- Oversight of all graphic design, print, electronic and collateral material, including concert program books. Write advertising copy, press releases, newsletters, concert program book content, annual report, etc.
- Execute the concert program book advertising sales campaign, ensuring reaching revenue target
- Social media management
- Creation and management of digital content. Working knowledge of software in use by RPA, including the Adobe Creative Suite, Emma, Wordpress, etc.
- Develop and implement audience development initiatives and develop audience retention strategies.
- Ensure accurate promotional exposure and acknowledgements promised to sponsors and donors.
- Special projects as assigned

Public Relations

- Develop and maintain relationships with local business and arts leaders to enhance the orchestra's marketing and public relations efforts. Work to enhance public understanding of and support for the unique role of orchestra in the community.
- Work with the CDMO to identify new and non-traditional ways to tell the Reno Phil's diverse stories and build brand awareness.
- Establish positive contacts with local media outlets. Pitch stories and coordinate interview opportunities, media appearances
- Maintain online calendars with upcoming events

Administrative

- Negotiate contracts with vendors for printing, distribution, advertising, and other services and products ensuring competitive pricing and high quality.
- Track invoices and present in timely manner to financial records.
- Negotiate in-kind support for various services or products for concerts and events
- Work with the CDMO to develop budgets for each concert, campaign and event, monitor progress and adjust plans when necessary to stay within annual budget.

Other

- Attend and work all concerts and events of the orchestra
- Other duties as assigned by the CDMO or President/CEO.

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APPLICATION INSTRUCTIONS

To apply, submit a resume, cover letter, references and applicable work samples to Angela White, Interim President & CEO at awhite@renophil.com. For best consideration, please submit materials by June 3.

ABOUT THE RENO PHIL

In its 54th season, the Reno Phil is deeply committed to uniting its community through performance, education, and engagement programs, reaching an audience of more than 50,000 annually. Since its beginnings in 1969, the Reno Phil has been an essential thread in the city's cultural fabric and the very foundation of Reno's performing arts. As a resident company of the Pioneer Center for the Performing Arts, the orchestra, led by Music Director Laura Jackson, performs a full season of concerts featuring internationally acclaimed guest artists and works by legendary and living composers. The Reno Phil keeps exceptional musical experiences at the heart of its community. To learn more about the Reno Phil and its events, and to discover all that the Reno Phil offers, visit renophil.com.