



Position: **Director of Campaign Marketing**

Employment Type: Regular Full-Time (exempt)

Department: Marketing & Communications

Salary Range: Based on Experience

Reports To: Vice President of Marketing & Communications

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#### **ABOUT THE ROLE:**

Pacific Symphony seeks a Director of Campaign Marketing to create and advance comprehensive and integrated marketing campaigns designed to broaden organizational awareness, meet ticket sales income goals, evolve patron relationships, engage audiences with our brand, support philanthropic programs, and build audience loyalty. A senior member of the marketing and communications team, this position will lead subscription campaigns, advance branding initiatives, guide creative development, and collaborate within and across the organization with an emphasis on building subscription participation and audience loyalty.

#### **PRIMARY RESPONSIBILITIES:**

1. Lead annual subscription campaigns for each of Pacific Symphony's product lines
  - Plan, develop, and execute marketing and membership materials including brochures, posters, e-mails, advertisements, web pages, social media campaigns, including videos and other vehicles
  - Use all appropriate channels for promoting Symphony programs, including digital, print, television, radio, social media, speaking engagements, collaborative partnerships, cross promotions, and grass-roots approaches
  - Analyze pricing and venue mapping to create optimal revenue and loyalty generating structures
  - Serve as a staff liaison with outsourced telemarketing vendor; manage offers and incentives
  - Develop new package and/or experience offers that are relevant to evolving consumer tastes
  - Contribute actively to the budgeting process; produce ticket revenue projections in collaboration with team members; manage expenses budgets
  - Prepare strategies to compensate for any anticipated revenue shortfalls
2. Develop specific plans to systematically upgrade patron participation and loyalty
  - Execute strategic loyalty initiatives designed to drive increased engagement and patron delight
  - Coordinate cross-departmental efforts to interpret results of patron building and retention goals and address identified priorities



- Help to set annual patron retention and growth goals for the institution and monitor progress against goals
- 3. Oversee marketing creative assets, from conception through implementation
  - Work with internal designers/producers and outside vendors as necessary to develop program-related key art
  - Guide direction of graphic design and video production for advertising
  - Protect, enforce, and evolve Pacific Symphony's brand; ensure all advertising adheres to branding guidelines
- 4. In collaboration with Vice President of Marketing & Communications, develop and execute long-range, institutional awareness campaigns
  - Collaborate with Director of Communications to integrate organization-wide storytelling into patron-facing marketing campaigns
  - Grow institutional awareness throughout the region
- 5. Develop relevant partnerships with local businesses and cultural institutions to enhance awareness, increase audience engagement and drive retention
- 6. Work concert duty (3-4 times per month, involving evening/weekend hours); work as a team member on department events and activities
- 7. Other duties as determined by Pacific Symphony

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

#### **EXPERIENCE AND QUALIFICATIONS:**

1. Bachelor's degree in marketing, communications, or related field preferred
2. A proven record of generating growth in subscription and/or membership revenue for a performing arts organization
3. 5-6 years of demonstrated success in engaging audiences using a wide variety of communications tactics
4. Broad-based knowledge of the full range of communications techniques and tools, including integration of digital, social media, and email marketing
5. Proficiency in Excel required; proficiency in Tessitura desirable
6. Strong planning and project management skills
7. Excellent written and verbal communication and persuasion skills, with ability to present effectively internally and externally to peers and associates, as well as patrons, donors, and community businesses and government leaders
8. Well-organized and deadline-oriented, with exceptional attention to detail
9. Able to work both in structured and planned environment, as well as in situations where rapid response, ability to adjust priorities, and instant decision-making is required
10. Proven ability to manage and work with a diverse group of personalities
11. Highly creative storyteller, networker, and relationship builder
12. Knowledge of classical and other music genres strongly preferred
13. Secondary language fluency is a plus



## COMPENSATION:

Pacific Symphony offers a comprehensive compensation and benefits package including retirement plan options, escalating paid vacation, sick, personal days and holidays, and health benefits including medical, dental, vision, life and long-term disability insurance, flexible spending accounts and employee assistance program.

## TO APPLY:

- Email your resume, cover letter and salary requirements to Richard Stein of Arts Orange County, which is handling the search for Pacific Symphony: [rstein@artsoc.org](mailto:rstein@artsoc.org)
- Please begin your subject line with the words "Director of Marketing"
- No phone calls please

## ORGANIZATIONAL BACKGROUND:

The Pacific Symphony is the largest orchestra formed in the U.S. in the last 50 years and is recognized as an outstanding ensemble making strides on both the national and international scene. Our mission is to inspire, engage, and serve Orange County and the region through exceptional music performances, education, and community programming.

Founded in 1978, Pacific Symphony enriches the human spirit through superior performances of classical and symphonic music. Pacific Symphony is located in Orange County; California's second most populous county, boasting a rich arts tradition strongly supported by an engaged public. The region is a tourism magnet, home of Disneyland, and a major financial and business hub.

Pacific Symphony is a highly dynamic and innovative organization, led artistically by Music Director Carl St.Clair and operationally by President John Forsythe. The Symphony has been designated as a Tier One orchestra by the League of American Orchestras, joining the ranks prestigious orchestra such as the LA Phil, Chicago Symphony, and New York Philharmonic.

In most years, Pacific Symphony presents more than 100 concerts annually and serves 250,000 community members. The Symphony is nationally and internationally recognized for performance excellence, strong community engagement through education and other programming and for commissioned new works by contemporary composers. Pacific Symphony twice received prestigious ASCAP Awards for Adventuresome Programming and was showcased in the League of American Orchestras' nationally released publication entitled *Fearless Journeys*. Pacific Symphony's Class Act elementary school education program has been honored by the National Endowment for the Arts and the League of American Orchestras for its exemplary orchestra education.

Resident for much of the year at the renowned Renée and Henry Segerstrom Concert Hall, the Symphony also presents a summer outdoor series at Five Point Amphitheatre. Music Director Carl St.Clair just celebrated his 30<sup>th</sup> season with Pacific Symphony, while Principal Pops Conductor Richard Kaufman is currently celebrating his 30th season leading the Pops series.

*Pacific Symphony values diversity in its workforce and is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law.*