



Position:	<u>Marketing Coordinator</u>
Employment Type:	Regular Full-Time (hourly/non-exempt)
Department:	Marketing & Communications
Salary Range:	Based on Experience
Reports To:	Director of Sales (indirect report to Director of Marketing)

ABOUT THE ROLE:

The Marketing Coordinator is a full-time Marketing staff position responsible for developing, coordinating, and implementing marketing initiatives on behalf of Pacific Symphony. This role will support marketing activity to promote season subscriptions, single ticket sales, audience development and retention, and other marketing programs. With a particular focus on digital media, the marketing coordinator will support Pacific Symphony's website development, app, and eblast communications, and work within the ticketing database to pull appropriate and relevant lists.

In addition, this role functions as the internal administrator for the marketing team, updating the marketing calendar and implementing the department's project management software, providing scheduling and administrative support for marketing leadership, processing invoices, distributing collateral, and supporting the overall day-to-day operations of the marketing department.

PRIMARY RESPONSIBILITIES:

1. Coordinate marketing calendar including performance schedules, key dates, project timelines, and marketing campaign appeals. Provide scheduling assistance as needed for department meetings, events, and activities.
2. Assist the Director of Sales and Director of Marketing with implementing the subscription and single ticket campaign plans, timelines, offers and materials
3. Coordinate single ticket marketing and promotional efforts including collateral printing, mailing, and distribution, online calendar submissions, discount offer distribution, grassroots promotions, and other related activities
4. Assist with group sales initiatives as needed with collateral or email marketing elements
5. Assist with outsourced telemarketing campaign and supply all relevant subscription offers and materials on an ongoing basis
6. Become a ticketing database (Tessitura) "super-user" within the marketing department; pull relevant lists for emails, brochure and postcard mailings, and telemarketing leads
7. With direction from senior marketing leadership, support patron retention and loyalty activities, including subscriber appreciation month, special events, "surprise & delight" campaigns, and other relationship marketing or customer experience efforts
8. Serve as project manager for the student rewards program including communications, staffing student events, and building relationships with local university contacts
9. Maintain marketing collateral inventory, storage, and distribution allocations
10. Prepare marketing expense invoices, expense reimbursement and credit card reports for processing



11. Assist Vice President of Marketing & Communications in a limited capacity by maintaining department reports and presentations, preparing agendas and note-taking for board marketing committee meetings, and other clerical duties
12. Work concert duty (3-4 times per month, involving evening/weekend hours); work as a team member on department events and activities

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. 1-2 years' experience in marketing or the arts/non-profit field preferred/marketing education
2. Experience with technology including project management, database management, financial processing, web CMS
3. Excellent verbal, written and interpersonal communication skills
4. Detail oriented, proactive, and goal-oriented project administrator
5. Service oriented with a can-do, positive attitude
6. Experience working with ticketing systems, including Tessitura a plus
7. Ability to keep up with changing priorities in a fast-paced environment, manage stress, work well under pressure and multi-task
8. Knowledge of classical and other music genres strongly preferred
9. Secondary language fluency is a plus
10. Must be highly organized, self-sufficient, motivated, and driven to succeed in a fast-paced environment

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 **Lorraine Caukin – lcaukin@pacificsymphony.org**
- Please begin your subject line with the words "Marketing Coordinator"
- 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 Forsyte. 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 30th 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.