



# EUGENE SYMPHONY

The Eugene Symphony invites nominations and applications for the position of **Marketing & Audience Engagement Manager**, available September 2018.

## **The Organization**

Now in its 53<sup>rd</sup> season, the Eugene Symphony is widely recognized as a cornerstone of the performing arts in Oregon's southern Willamette Valley. Under the leadership of Music Director & Conductor Francesco Lecce-Chong and Executive Director Scott Freck, the Eugene Symphony pursues its mission of "enriching lives through the power of music" by presenting annual classical, summer, and community engagement performances, commissioning and premiering new American works, and disseminating its performances via radio broadcasts.

Guided by its Long Range Plan, first established in 2007 and updated regularly, the Eugene Symphony serves, educates, and develops the widest possible regional audience through its programs. Approximately 25,000 community members attend the Eugene Symphony's classical, family, and special performances each year. Up to an additional 26,000 children, adults, and seniors take part in annual education and community engagement initiatives, including family and youth concerts, in-school ensemble performances, subsidized concert tickets, artist residencies, and pre-concert lectures for adults. Through its annual broadcast series on classical radio KWAX, the Eugene Symphony brings its full season of classical concerts to 45,000 local and worldwide listeners monthly.

Following an international search that considered more than 250 candidates from over 40 countries, Francesco Lecce-Chong was named the Symphony's eighth Music Director in April 2017. He succeeds such illustrious predecessors as Marin Alsop, Miguel Harth-Bedoya, and Giancarlo Guerrero, and has a strong passion for audience engagement and equity of access to the Symphony's programs. He has also chosen to make his home in Eugene, further connecting him to the wider community.

The Eugene Symphony is a professional orchestra operating under a collective bargaining agreement, and it also supports the Eugene Symphony Chorus. The Eugene Symphony Association is governed by a 33-member Board of Directors and receives support from the volunteer members of the Eugene Symphony Guild; an administrative staff of 11 includes full-time and part-time employees. A separate group of Trustees oversees an Endowment currently valued at \$5.2 million in assets. The Eugene Symphony has an operating budget of \$2.6 million for 2018/19 and has a history of financial stability with a trend toward growth.

## **The City**

Described on its official website as "A Great City for the Arts and Outdoors," Eugene is known for its unique, exciting mix of arts, culture, education, scenic beauty, and passion for recreation. With a population of about 160,000, Eugene is Oregon's second largest city and home to the University of Oregon, where the School of Music and Dance is the most respected in the Pacific Northwest. The Willamette and McKenzie rivers are magnets for water sports and recreation, and more than 100 parks and 2,600 acres of open space offer the perfect settings for outdoor activity of all kinds. As an arts and culture destination, Eugene is home to the Eugene Symphony, the world-renowned Oregon Bach Festival, the Eugene Opera, the Eugene Ballet, the Eugene Concert Choir, the Hult Center for the Performing Arts, the Jordan Schnitzer Museum of Art, the Shedd Institute, and several theatre companies. Downtown Eugene is a vibrant urban environment with blocks of art galleries, restaurants, and boutique shops.

### **The Position**

As a member of the Symphony's administration team, the Marketing & Audience Engagement Manager is responsible for supporting the Marketing & Communications Department to plan, administer, and evaluate programs that meet or exceed attendance and ticket revenue goals for Eugene Symphony events, as well as maximize the visibility of the organization within the community and beyond, consistent with Eugene Symphony Association long-range objectives. Primary functions include: database management and data analysis; website and social media management; program magazines (advertising sales, editorial compilation, and production coordination); season subscription and renewal campaigns (direct mail, email, and telemarketing); audience research; new subscriber activities; event tabling and customer service; merchandise sales; implementing and managing an internship program.

### **Candidate Profile**

The successful candidate will have a minimum of three years of relevant work experience, with experience in arts administration a plus.

The ideal candidate will bring experience working in a professional business environment (whether for- or non-profit) and have leadership abilities, excellent organizational skills, and a record of success in marketing and audience engagement initiatives. S/he will have a strong background in writing, digital media, data analysis and database management, advertising sales, and event coordination. Thorough knowledge and proficiency with the Microsoft Office Suite is a must.

The successful candidate will have superb interpersonal and communication skills and is equally comfortable dealing with vendors, patrons, volunteer leaders including Board and Guild members, and orchestra musicians.

The successful candidate will be a person of integrity with a reputation for fairness, honesty, and the highest ethical standards. S/he will work well under pressure and will be able to manage competing priorities and deadlines effectively. S/he will be a self-starter with high energy, maturity, and self-confidence. The successful candidate will welcome the opportunity to be an active participant in the life of Eugene and the Willamette Valley community.

### **Compensation and Benefits**

This position is offered at full-time salaried (exempt). Compensation is commensurate with experience and qualifications. Benefits offered include health, dental, and vision care plans, vacation and sick leave, paid parking, and ticket privileges to Eugene Symphony events.

### **Applications**

Please send a letter of application that describes both interest in the Eugene Symphony and qualifications for the position. Include a résumé, contact information for at least three references, and salary history or requirements. All applications will be confidential and references will not be contacted without the candidate's consent. Please send materials **by Friday, August 24, 2018** to:

[hr@eugenesymphony.org](mailto:hr@eugenesymphony.org)

*(MS Word or Adobe attachments only, please.)*