



EUGENE SYMPHONY ASSOCIATION

JOB DESCRIPTION

Marketing & Audience Engagement Manager

Summary

The Marketing & Audience Engagement Manager is responsible for supporting the Marketing & Communications Director 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.

As such, the Marketing & Audience Engagement Manager works closely with the Marketing & Communications Director, as well as other members of the management team and the Board of Directors to determine goals and budgets to maximize earned revenue and seek opportunities for growth.

The Marketing & Audience Engagement Manager's primary function is to assist with all Marketing & Communications Department activities, including but not limited to: 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.

The Marketing & Audience Engagement Manager will also assist the Marketing & Communications Director to coordinate all outbound communication for the Association efficiently and effectively, including projects from other departments – Development, Education & Community Engagement, and Operations.

This position requires excellent oral and written communication (including knowledge of AP Style), proficiency in Microsoft Office Suite, competence with web-based platforms (cloud-based database, Mailchimp, CMS systems), familiarity with current research and resources in marketing and advertising, excellent interpersonal skills, and the ability to self-manage with multiple priorities.

Reports to: Marketing & Communications Director

Supervises: Marketing Intern(s)

Compensation & benefits: This position is offered at full-time salaried (exempt). Compensation is commensurate with experience and qualifications. Benefits include health, dental, and vision coverage, sick leave, vacation, a parking pass, and ticket privileges to Eugene Symphony events.

Primary Functions

Subscription & single-ticket marketing (20%)

- Assist with all aspects of season subscription renewal and acquisition campaigns, including direct mail and telemarketing.
- Acquire and update prospect lists – through collaborative work with the ticket office, updating the patron database (PatronManager) and generating lists and reports from it.
- Coordinate mailings, including communication with vendors and managing volunteers from the Eugene Symphony Guild.
- Maintain weekly subscription and single-ticket sales reports, as well as quarterly analysis for presentation to the Board of Directors.
- Oversee the development of a group sales program and other targeted ticket sales programs; monitor and report on results.

Outbound communications (20%)

- Assist in the development and production of all materials used to support the Association's events and marketing campaigns, including brochures, print ads, posters, signs, advertising copy, telemarketing scripts, news releases, newsletters, and annual report. Ensure the quality, consistency, and accuracy of all Association communications.
- Assist the Marketing & Communications Director in working with the Development Director to package sponsorships and in-kind support, and ensure delivery of branding exposure and acknowledgment as promised to sponsors and donors.
- Support Education & Community Engagement department with publicity of its programs through digital platforms (website, e-newsletter, social media) and earned media (community calendars, news releases).

Program Magazine (20%)

- Oversee production of Program Magazine (four issues per season) including drafting content, organizing, and compiling content from other staff members, retrieving content from guest artists, compiling photos, submitting all copy to the graphic designer, and circulating proofs to staff members, all while maintaining the production schedule and an on-time delivery to the printer.
- Manage the Program Magazine advertising campaign, including renewing existing advertisers and acquiring new ones.
- Coordinate volunteers to stuff inserts into program magazines, as required.

Database and digital media (20%)

- Work closely with Marketing & Communications Director to create and implement email marketing campaign including monthly e-newsletters, targeted communications to various segments of Eugene Symphony patrons, and emails on behalf of other departments.
- Manage the Association's website and social media accounts, including Facebook, Twitter, Instagram and YouTube.
- Help manage and maintain the database, including importing subscribers, performing general updates on accounts, and pulling relevant reports.

Events and community engagement (15%)

- Manage requests for and disbursement of complimentary tickets to other nonprofits.
- Assist with event logistics and execution.

Research and professional development (5%)

- Assist with audience and market research as needed; develop strategies based on survey analyses. Provide statistical and demographic information to the Association as requested.
- Maintain awareness of recent research on marketing techniques; maintain a collection of current resource materials.

Administrative

1. Act with the organization's core values in mind: Passion, Service, Excellence, Optimism
2. Work collaboratively with the Marketing & Communications Director along with other administrative team members to reach the organization's goals.
3. Ensure seamless and supportive departmental communication between Marketing and other Association departments: Development, Artistic Operations, Education & Community Engagement, and Finance.
4. Maintain a tidy work space, including other areas of office utilized (printer area, conference room, break room).
5. Perform other duties as assigned by the Marketing & Communications Director.

The Marketing & Audience Engagement Manager is expected to work occasional late and weekend hours, attend all Eugene Symphony concerts and events, plus Board Meetings and Marketing Committee meetings, as well as other Board committee meetings as assigned. With supervisor's approval, the Marketing & Audience Engagement Manager may delegate any responsibilities to appropriate support staff and volunteer assistants while maintaining responsibility.