



# EUGENE SYMPHONY

The Eugene Symphony invites nominations and applications for the position of **Marketing & Communications Manager**.

## The Organization

Now in its 57<sup>th</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 to "enrich 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. Due to restrictions relating to the COVID-19 pandemic, in 2020/21 the Eugene Symphony expanded and adapted its programming to incorporate a wide variety of activities including virtual engagement via its *Symphony Soundwaves* concert series, private lessons remotely delivered to aspiring young musicians, and small ensemble performances in public spaces through its new *SymphonyGO!* initiative. A full season of Symphonic series, Family, Youth, and Special concerts is underway for the 2021/22 Season.

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 25,000 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, and recently created a limited-edition radio series on KLCC-FM, the local NPR affiliate.

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 is also the Music Director of the Santa Rosa Symphony in California.

The Eugene Symphony is a professional orchestra operating under a collective bargaining agreement which carries through the 2021/22 season, and also supports the Eugene Symphony Chorus. The Eugene Symphony Association is governed by a 32-member Board of Directors and receives support from the volunteer members of the Eugene Symphony Guild; there is an administrative staff of 10 including full-time and part-time employees. A separate group of five Trustees oversees the Eugene Symphony Foundation currently valued at \$8.2 million in assets. The Eugene Symphony has an operating budget of \$2.97 million for 2021/22 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 170,000, 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 settings for outdoor activity of all kinds. As an arts and culture destination, Eugene is home to the Eugene Symphony, the Oregon Bach Festival, the Eugene Opera, the Eugene Ballet, Ballet Fantastique, 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 offers art galleries, restaurants, breweries, winery tasting rooms, and boutique shops.

### **The Position**

As an integral member of ESA's management team, the Marketing & Communications Manager is responsible for planning, managing, and evaluating programs that meet or exceed attendance and ticket revenue goals for Eugene Symphony events, and maximizing the visibility of the organization consistent with brand standards and objectives. In general, the Marketing & Communications Manager will oversee, plan, and/or execute all marketing activities and a range of outbound communications, including but not limited to: advertising to generate ticket sales; season subscription renewal and acquisition campaigns; coordination with ticket office management; printed collateral (program magazines, brochures and other direct mail pieces, event invitations, and annual report); digital media (website, outbound email campaigns, and social media); audience research; new subscriber activities; merchandising; and select public relations activities. The Marketing & Communications Manager will also coordinate outbound communications with and for Development & Fundraising and Education & Community Engagement departments. This position requires familiarity with current research and resources in marketing, excellent interpersonal skills, a keen eye for detail, and a flair for the written word.

### **Candidate Profile**

The ideal candidate will have excellent project management skills, a record of success in facilitating multiple ticketing campaigns that achieve results, and will exhibit leadership abilities. They will have a strong desire to maintain and strengthen the organization's brand within the regional community as well as the broader music world. They will have a deep commitment to community engagement as central to the purpose and mission of the arts in general and the orchestra specifically. The successful candidate will have superb written and verbal communication skills and is equally comfortable dealing with Board members, concertgoers, students, and sponsors, as well as musicians, staff, and vendors. They will work well under pressure and will be able to manage competing priorities and deadlines effectively. They will be a person of integrity with a reputation for fairness, honesty, and high ethical standards. They will be a self-starter with high energy, maturity, and self-confidence. The successful candidate needs to be willing to roll up their sleeves to get the job done, whether that be event setup or proofreading a 60-page magazine on deadline.

The successful candidate will have three to five years of directly relevant work experience. Nonprofit arts administration work experience and knowledge of orchestral music are significant pluses.

### **Compensation and Benefits**

The Marketing & Communications Manager is offered as an exempt full-time permanent position, with occasional nights and weekends required. Salary range offered is between \$50,000-\$60,000 annually. Benefits offered include health, vision, and dental coverage; three weeks of paid vacation; nine paid holidays plus some schedule flexibility; employer contribution of 3.5% of annual salary into retirement account; sick leave; dedicated professional development resources and sabbatical leave policy; paid parking; and ticket privileges to Eugene Symphony events.

*NOTE: All current administrative employees are vaccinated against COVID-19 and prospective employees are strongly encouraged to be vaccinated.*

### **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 a link to a portfolio or samples of your work if available. Applications are confidential and references will not be contacted without the candidate's consent.

Please email all requested materials as a combined PDF with "**Marketing & Communications Manager**" in the subject line by **Monday, November 15, 2021** to: [hr@eugenesymphony.org](mailto:hr@eugenesymphony.org)

*It is the policy of the Eugene Symphony Association to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law.*