



ALLENTOWN SYMPHONY ASSOCIATION

OPEN POSITION

Job Title: Director of Marketing

Reports to: Executive Director

Direct Reports: Box Office Manager & Database Administrator, Creative Design Manager & Website Administrator

FLSA Status: Full-time/Exempt

ORGANIZATION DESCRIPTION AND JOB SUMMARY:

The Allentown Symphony Association (ASA) operates the Allentown Symphony Orchestra (ASO), El Sistema Lehigh Valley (ESLV), and is the owner/operator of Miller Symphony Hall in downtown Allentown, PA. Since 1951, the ASO has been the premiere professional symphony orchestra of the Lehigh Valley and currently presents a variety of classical, pops and family concerts. As the operator of Miller Symphony Hall, the ASA also presents a number of non-orchestra events including the Jazz Upstairs series, Metropolitan Opera: Live in HD broadcasts, Live OnStage, and a variety of other concerts.

The **Director of Marketing** provides leadership and execution of strategies that result in achieving ticket revenue and concert attendance goals for all ASA-presented concerts (orchestra and non-orchestra presentations) while deepening patron engagement and loyalty. The ideal candidate combines a data-driven approach with experience in strategies that effectively grow a subscription and single-ticket audience base. The ideal candidate achieves this success by leveraging their knowledge across a range of skill sets, including marketing planning, customer segmentation, media buying, creative direction, and public relations.

The tasks associated with this position include, but are not limited to, the following:

- Create and direct all subscription, single ticket, and group sales marketing campaigns and strategy including direct mail, telemarketing, radio, e-mail, print, and web/digital to achieve revenue and attendance goals working within approved expense budgets.
- Oversee the development of creative materials, including graphic design, sales messaging, copywriting, posters, program books, brochures/flyers, video, social media, web and other content.
- Track and analyze ticket sales and oversee ticket pricing strategies; provide leadership in Box Office management and operations.
- Lead all public affairs initiatives including drafting and disseminating of press releases, media relations & sponsorships, and cross-promotions with other organizations.

- Oversee the development, execution and evaluation of subscriber engagement and appreciation initiatives.
- Collaborate and manage relationships with ASA marketing consultants regarding strategy, timing, and messaging.
- Collaborate with and seek support from the ASA's Marketing Committee.
- Other duties as assigned

Required Education, Experience and Abilities:

- At least 4-5 years' experience in marketing, communications or related field with proven track record of results ideally in the non-profit or performing arts spheres.
- High School Diploma or equivalent
- Stellar project management and planning skills, verbal/written communication skills and the confidence to communicate results to various constituencies.
- General knowledge of orchestral music.
- Ability to represent the ASA in a high-profile manner in the community.
- Creative, forward-leaning, adaptable to change.
- Thrives in a fast-paced environment with excellent judgment and ability to process information quickly.
- Ability to see the big picture and opportunities, while successfully executing detailed plans.
- Ability to work evenings and weekends.
- Proven effectiveness in working cross-functionally and collaboratively with other departments, particularly Development which also oversees patron relationships.
- Fluency in Microsoft Word, Excel, Outlook & Powerpoint.

Preferred Education, Experience and Abilities:

- Bachelor's degree, preferably in marketing, music, arts administration or a related field
- Orchestra/arts management experience
- Experience managing people and working with volunteers.
- Salesforce/data analysis skills.
- Working knowledge of Patron Manager

Physical Requirements:

- Ability to work on a computer for extended periods of time
- Ability to operate related equipment, i.e. computer, copier, scanner
- Ability to lift up to 50 pounds and be on one's feet for extended periods of time

The ASA offers a salary commensurate with experience and a comprehensive benefits package including medical, dental, vision, life, and long- and short-term disability insurance; generous paid time off; 403(B) retirement plan option; and medical/dependent care flexible spending accounts (FSAs). Relocation reimbursement may also be included as part of an offer.

Please submit a resume and cover letter to resumes@allentownsymphony.org

No phone calls, please. Although we appreciate your interest, we will only contact applicants we are considering for an interview.

The Allentown Symphony Association provides equal employment opportunities to all employees and applicants for employment. No one will be discriminated against, or receive preferential treatment because of race, creed, color, religion, sex, affectional or sexual orientation, national origin, ancestry, age, marital status, non-job-related disability, social class, status as a Vietnam-era or special disabled veteran, or any other legally protected status.

July 2022