

SAN ANTONIO SYMPHONY

SEBASTIAN LANG-LESSING
TOBIN ENDOWMENT MUSIC DIRECTOR CHAIR

711 Navarro, Suite 235, San Antonio TX 78205
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POSITION TITLE: **Director of Marketing**

REPORTS TO: **Executive Director**

HOURS PER WEEK: 40+

JOB SUMMARY

The Director of Marketing is responsible for increasing the earned revenue for the San Antonio Symphony and will raise community awareness of its work. This includes revenue producing concerts, community outreach programs, education programs as well as the Symphony's many benefits to the community at large. A large measure of success for this position will be increased ticket sales revenues.

In that capacity, the Director of Marketing provides instruction on upcoming concerts and events, provides information about desired target segments, reviews the developed marketing plan, and presents it to senior management for final approval. The Director of Marketing will work with our Shared Services Partner in order to develop and create inventory; however, the majority of responsibility will be field work within the community. The ideal candidate will have be able to draw the community into performances in order to increase attendance and awareness of the San Antonio Symphony.

The Director of Marketing will:

- Review and advise on marketing and public relations strategies to sustain, grow and diversify existing and new audiences
- Have the ability to evaluate research and analytics
- Communicate initiatives to deepen and sustain patron loyalty
- Demonstrate awareness of new and emerging audience-building trends
- Be able to understand the different demographics of current and prospective Symphony goers as well as have experience with marketing to Millennials and Generation X

SPECIFIC RESPONSIBILITIES

- Meet or exceed earned annual revenue goals by maximizing subscription and single-ticket sales.
- Coordinate all public relations efforts of the San Antonio Symphony through its partners.
- Coordinate the effort of the San Antonio Symphony marketing partners on all sales and marketing campaigns.
- Manage and develop San Antonio Symphony volunteers.
- Work with Shared Services Partners to write copy and work with graphic design firms to create print materials including but not limited to: program book; all brochures (season, education, pops, etc.); accurate, compelling and effective advertisements; and other collateral materials
- Review and analyze reports from partners regarding the success of campaigns. Communicate results to senior management and develop and coordinate feedback.
- Routinely track, analyze and evaluate subscription, single ticket and group sales trends in both markets, and communicate appropriate adjustments to marketing efforts to achieve the San Antonio Symphony's attendance and revenue goals.

- Develop and recommend pricing strategies and forecast revenues consistent with achieving maximum capacity utilization and budget goals.
- Work closely with the San Antonio Symphony's partners to ensure that earned revenue is maximized through the San Antonio Symphony website.
- Work with the Shared Services Provider to oversee the telemarketing campaigns to achieve annual revenue goals, providing a consistent, year-round pipeline of new offers and packages that meet the preferences and buying patterns of various consumer segments.
- When appropriate, present results to the Board of Directors.
- Provide guidance and expertise for ongoing ticketing and sales policies and working closely with the Development department to enhance strategically coordinated donor and patron service.
- Coordinate and maintain through the San Antonio Symphony's partners a strong single ticket direct mail campaign that maximizes attendance and revenue from the San Antonio Symphony's core internal subscriber and single ticket lists.
- Work to ensure that technology is used to its greatest capacity, supporting and driving sales and marketing goals. Implement an effective patron and prospect management system.
- Oversee all revenue and expense budgeting and planning functions for the Marketing department. Ensure the most efficient use of resources, continually assessing the effectiveness of sales and marketing expenditures.
- Provide guidance and support in the development and packaging of corporate sponsorship.
- Participate in an active capacity at San Antonio Symphony functions.

REQUIREMENTS

- Bachelor's degree in marketing, business, or a related field. M.B.A. desired.
- 5 years marketing experience in comparable industries with up to 3 years in a rising leadership position. Experience in a non-profit sales environment a possible advantage.
- Fluency in Spanish is a plus
- Exceptional track record of developing, implementing and executing marketing and sales strategies that have consistently met or exceeded planned objectives, especially with Millennials and Generation X
- Keen grasp of how technology can drive earned revenue, with experience in choosing, setting up, and using marketing and sales software applications
- Personal leadership through example coupled with ability to work collaboratively with colleagues and staff to create a results-driven, team-oriented environment
- Interest in, and preferably, knowledge of symphonic music and the classical music industry
- Demonstrated superior written and verbal communication skills
- High energy, people person, and outside-of-the-box thinker

Reasonable Accommodations Statement:

To perform this job successfully, an individual must be able to perform each essential job duty and responsibility satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

How to apply:

Qualified applicants should email letter of interest, SAS employment application and resume to Karina Bharne, Interim Executive Director at bharnek@sasymphony.org using the subject heading **Director of Marketing**.

The San Antonio Symphony is an Equal Opportunity Employer.