



115 Auditorium Circle, San Antonio TX 78205
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www.sasymphony.org

POSITION TITLE: Director of Marketing

REPORTS TO: Executive Director

HOURS PER WEEK: 40+

JOB SUMMARY

The Director of Marketing is responsible for organizing and implementing an annual plan that meets the audience development goals of the San Antonio Symphony. This includes revenue producing concerts, community outreach programs, education programs as well as the Symphony's value to the community at large. Though tasked with achieving specific revenue targets, this position must work collaboratively with all areas of the SAS – including artistic and development – to ensure their messages are appropriately communicated.

The ideal candidate will be experienced in event marketing, comfortable working in a fast-paced environment in which saleable inventory is perishable and possess an entrepreneurial spirit – identifying opportunities to grow audience and ticket revenue rather than managing only to budgeted expectations.

The Director of Marketing will:

- Manage annual subscription (season ticket) campaign
- Manage annual single ticket campaign
- Manage relationship with telemarketing vendor as well as other outside vendors
- Compile, analyze, and route sales reports
- Manage expense budget

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.
- 5 years marketing experience in comparable industries with up to 3 years in a rising leadership position.
- Demonstrated knowledge of direct response marketing
- Understanding of print production process
- Experience in purchasing media of all types
- Knowledge of core orchestral repertoire
- Experience in compiling and analyzing sales reports
- Experience in creating and managing expense budgets
- Fluency in Spanish is a plus
- Keen grasp of how technology can drive earned revenue, with experience in choosing, setting up, and using marketing and sales software applications
- Ability to work collaboratively with colleagues to create a results-driven, team-oriented environment
- Demonstrated superior written and verbal communication skills

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 and resume to Kathleen Weir Vale, Board Chair, at KWV@hopedme.com using the subject heading **Director of Marketing**.

The San Antonio Symphony is an Equal Opportunity Employer.