Symphoria
THE ORCHESTRA OF CENTRAL NEW YORK

234 Harrison Street
Syracuse, NY 13202
ExperienceSymphoria.org
315-299-5598

Position Announcement: Marketing Coordinator
Reports to: Executive Director
Status: Full-Time, Non-Exempt
Salary Range: $38,000 - $40,000/year plus health benefits (optional employee-paid vision and dental insurance available)

Organizational Overview: As Central New York's professional orchestra, Symphoria presents 50+ orchestra concerts each year through its Masterworks, Pops, Casual, Spark, Kids,and free Summer concert series and reaches 100,000 people annually in venues ranging from libraries to public parks to its home venue, the Crouse-Hinds Theater at the Civic Center. Presenting every genre of music, from Beethoven to jazz to the music of *Star Wars,* Symphoria's mission is to engage and inspire all community members throughout Central New York with outstanding orchestral and ensemble performances, and innovative education and outreach initiatives. Symphoria's vision is to contribute to a diverse, vibrant, equitable, and culturally rich community through the power of great music, and in so doing, enhance the quality of life and economic vitality of Central New York.

Position Overview: The Marketing Manager is a detail-oriented music-lover responsible for online media marketing support, writing press releases, newsletters, creating marketing and advertising collateral (digital and print), and data-driven marketing and management. The Marketing Manager supports all aspects of the Symphoria's marketing, communications, and audience development efforts. The manager requires strong writing skills, an eye for design, and the highest standards for accuracy and detail. The Marketing Manager will work to achieve marketing and audience development goals for Symphoria.

Position Responsibilities include:

- Development, implementation, and monitoring of electronic marketing campaigns including, Google AdWords, Facebook/Instagram, and Google Display campaigns, etc.
- Content creation, management, and monitoring of social media posts and platforms, digital newsletters, press releases, video clips, webinars, etc.
- Providing consistent and frequent website updates, interactive links, and developing ideas for expanding content and audience engagement.
- Utilize database information to create deeper patron connections through targeted email campaigns, follow-ups, and audience surveys.
- Research new and emerging technology and marketing resources to drive visibility and brand recognition for Symphoria.
- Utilize analytical tools to track and report on performance of paid content, social media, and organic search results.
- Develop organizational strategies and tactics that conform to budget priorities to promote seasonal events.
- Maintain a calendar for all planned marketing efforts, and adjust promotions

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based on sales performance.
- Identify and cultivate strategic media and PR partnerships to ensure key successes in Symphoria's marketing efforts
- Utilize skills and expertise of marketing committee members, and coordinate meetings, member recruitment and reporting
- Undertaking any secondary tasks and duties

Qualifications:
- College degree in marketing, public relations, advertising, and/or communications, arts administration, or the equivalent in work experience.
- Excellent writing, research, and interpersonal communication skills are a must.
- Experience in researching topics, writing, and editing content for websites using Wordpress, social media, newsletters, press releases, articles, and collateral.
- Proficient in Microsoft Office 365 and Adobe Creative Suite (Photoshop, Premiere Pro, InDesign, and Illustrator).
- Proficient with Customer Relationship Management systems (experience with Salesforce preferred).
- Experience with targeted electronic marketing campaigns.
- Expertise reviewing web analytics, tracking, and calculating campaign returns on investments (ROI)
- The ability to handle multiple tasks and projects simultaneously
- Team-oriented attitude and commitment to be an active participant in Symphoria's organizational culture
- Self-starter with the ability to prioritize work assignments under tight deadlines, make independent decisions, and collaborate effectively with professionals.
- Excellent communication and organization skills
- Ability to work a flexible schedule, to include evenings and weekends
- A passion for symphonic music
- Enthusiasm for checklists, spreadsheets, and calendars
- Curiosity, a willingness to learn new things, and the ability to creatively solve problems in a collaborative setting
- The ability to work with staff and volunteers to achieve organizational goals for earned revenue and audience development.

How to Apply: Please email a cover letter, résumé, representative portfolio items, and 3 professional references in one attachment with Marketing Manager in the subject line to: pmurchison@experiencesymphoria.org.