



255 East Ave LL02  
Rochester, NY 14604

**Job Title: Marketing Manager**  
**Classification: Full Time Salary**  
**FLSA Status: Exempt**  
**Supervisor: VP of Marketing & Communications**

***Summary:***

The Marketing Manager builds awareness by developing and executing on marketing strategies put forth by the Vice President of Marketing and Communications. The Marketing Manager will assist in ensuring the success and revenue generation process for the RPO by working with the team by publishing or distributing marketing initiatives to the public via media, advertising, and social media.

***Duties and Responsibilities:***

Include but not limited to

1. Assist the Vice President of marketing and Communications with marketing plan creation of all product lines and act as the media buying liaison with the marketing agency.
2. Implement and manage all tactics of single-ticket and subscription marketing plans across all product lines.
3. Oversee conception and production of all single-ticket and subscription marketing materials including brochures, advertisements (print and digital), posters and e-blasts.
4. Project manage particular marketing initiatives as needed, including those related to subscriptions, patron relations, direct mail, single ticket sales, marketing strategies, and special promotions.
5. Track the marketing budget and update Vice President on available resources.
6. Perform a wide variety of editing, proofreading, and graphic design duties.
7. Create and edit commercial and video programming using Adobe After Effects, Adobe Premiere, or similar video editing program.
8. Attend concerts and events as a representative of the RPO
9. Serves as an active, collaborative, and resourceful member of the Marketing Team.
10. Completes all regulatory trainings; i.e. sexual harassment, and workshops as scheduled by the institution.
11. Actively participates in all organizational and departmental meetings determined by the CEO and VP of Marketing.
12. Perform other duties and special projects as assigned.

***Supervisory Responsibilities:***

This position does not have supervisory responsibilities.

**Language Skills:**

High Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Mathematical Skills:**

Intermediate Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Reasoning Ability:**

Very High Skills: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Computer Skills:**

Microsoft Programs: Word, Excel, Publisher, Power Point

Email Systems: Outlook, Wordfly (email Marketing)

Social Media: WeVideo( cloud-based video editing), Instagram, Facebook, Twitter, LinkedIn, YouTube

Editing/Publishing: Adobe Creative suite, Adobe After Effects, Adobe Premiere, or similar video editing program

Other: Asana – Project Management, Buffer – Social Media Management, Wordpress

**Education/Experience Requirements:**

Bachelor's Degree and/or a combination of education and 3-5 years' experience in the marketing initiative arena.

**Specialized Training:**

No Specialized Training Required.

**Knowledge, Skills, and Abilities:**

- Must be able to work independently and be self-motivated; creativity and problem solving ability a must.
- Positive attitude, flexibility, teamwork, and attention to detail; personable.
- Strong verbal communication skills and ability to write and speak clearly to capture audience attention.
- Attention to detail, including superior proofreading skills.
- Experience in the arts, entertainment or hospitality is preferred, but not required.
- Schedule flexibility and willingness to work evenings and weekends for concert requirements needed.

**Work Environment:**

**Physical Demands**

Position regularly stands, walks, uses hands; Regularly sits, talks/hear; Occasionally Reaches with hands/arms, pushes/pulls; Never climbs, balances, stoops, kneels, crouch or crawls, and never taste/smells.

**Lift and/or Move**

Position occasionally lifts and/or moves 10-20 pounds.

**Vision Requirements**

Position does not require any special vision requirements.

**Work Environment/Exposure Conditions**

Position is typically not exposed to weather, unless attending concerts or other position related events. Position is not exposed to vibration, or fumes and is not at risk of electrical shock.

**Noise Level**

The noise level for this position is moderate. (General office noise) and loud (orchestra performing).

**Other Environmental Exposures**

Other environmental exposures are not a factor for this position.

*Rochester Philharmonic Orchestra, Inc. is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outline by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and internship. The Rochester Philharmonic makes hiring decisions based solely on qualifications, merit, and business needs at the time.*

Date of Employee Review: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Created: 4/22/2021

Updated:

F:Human Resources-Personnel-Job Descriptions-2021 Job Descriptions- Marketing