



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 is responsible for driving earned revenue through compelling marketing, positioning, and pricing messages consistent with the mission, vision, values and strategic goals of the Rochester Philharmonic Orchestra. Through collaboration on marketing strategies set forth by the Vice President of Marketing and Communications and data analysis, the Marketing Manager will ensure the revenue generation process for the RPO by managing marketing initiatives to the public via traditional and digital tactics.

Duties and Responsibilities:

Include but not limited to

1. Assist the Vice President of Marketing and Communications with marketing strategy for branding, institutional messaging, all product lines, and RPO events.
2. Plan, manage, and track all tactics of single-ticket and subscription marketing plans, sales, and promotions across all product lines based on data-driven analysis and financial goal-setting.
3. Oversee conception, production, and disbursement of all single-ticket and subscription marketing materials and collateral, including direct-mail, brochures, advertisements (print and digital), posters, social content, e-mail/e-blasts and onsite materials.
4. Project manage all marketing initiatives, including those related to single ticket sales, subscriptions, patron relations, digital products, special events and special promotions.
5. Oversee management of the RPO's website and digital media including all organizational updates, artist bios, photos and videos to continue to tell the RPO's story in an engaging way.
6. Perform a wide variety of editing, proofreading, and creative design review duties.
7. Act as the media buying liaison with all external marketing vendors and agencies.
8. Plan, develop and write advertising messaging and commercial programming material.
9. Attend concerts and events as a marketing representative of the RPO and regularly evaluate the patron experience.
10. Serves as an active, collaborative, and resourceful member of the Marketing, Communications and Patron Services Department.
11. Completes all regulatory trainings; i.e. sexual harassment, and workshops as scheduled by the institution.
12. Actively participates in all organizational and departmental meetings determined by the CEO and VP of Marketing and Communications.
13. Perform other duties and special projects as assigned.

Supervisory Responsibilities:

This position does not have any 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:

High Skills: Ability to work with mathematical concepts such as probability and statistical. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

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:

Office Programs: Microsoft Office, Google Suite

Timekeeping Systems: Paychex

Database Software: Tessitura

Email Systems: Outlook, Google Suite, Wordfly (Email Marketing)

Social Media: Instagram, Facebook, Twitter, LinkedIn, YouTube, Hootsuite

Editing/Publishing: Adobe Creative Suite

Other: Asana (Project Management), Wordpress (website management), QR code management

Education/Experience Requirements:

Bachelor's Degree **and/or** a combination of education and 3-5 years' experience in the marketing initiative arena, including at least three years in a management role; sales and arts experience highly desirable.

Specialized Training:

No Specialized Training Required.

Knowledge, Skills, and Abilities:

- Strategic thinker with proven track record of managing and executing communications strategy and initiatives that drive interest and engagement across multiple stakeholder groups, including media.
- Focus on timely execution in a fast-paced environment with high accountability and a strong drive for results.
- Ability to work collaboratively and effectively with internal and external stakeholders to advance strategic objectives.
- Strong managerial skills with the ability to prioritize activities of the Marketing and Communications team.
- Understanding of emerging marketing and communication technologies; practices, tools, trends and techniques.

- Strong interpersonal, verbal communication skills and ability to write and speak clearly to capture audience attention.
- Solid grasp of the numbers; ability to track and analyze ticket sales vs. marketing expenses.
- Must be able to be hands-on and self-motivated; creativity and problem solving ability a must.
- Positive attitude, flexibility, teamwork, and attention to detail; personable.
- 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.

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.