

FREIGHT & SALVAGE

TITLE: Director of Marketing and Communications
ORGANIZATION: Freight & Salvage
LOCATION: Berkeley, CA
REPORTS TO: Artistic Director
SUPERVISES: Marketing Associate, Digital Marketing Coordinator
EMPLOYMENT TYPE: Full Time, Exempt
SCHEDULE: Monday - Friday 10 – 6 including Nights & Weekends

MISSION

The Freight & Salvage is a nonprofit community arts organization dedicated to promoting public awareness and understanding of traditional music—music that is rooted in and expressive of the great variety of regional, ethnic, and social cultures of peoples throughout the world.

VISION

The Freight recognizes that music flows from a rich diversity of traditions and communities. The music speaks of love and inspiration, it challenges conventions, it is rooted in social justice, and it unites musicians, audiences, and students in the joy of sound and story. The Freight's values focus on: traditional music as an expression of human creativity across cultures and throughout time; equity and respect as fundamental human rights; the connections between people that are strengthened by a shared love of music; learning that inspires renewal and transformation; and social responsibility and engagement that enrich our communities.

ABOUT THE FREIGHT

Since its founding in 1968, the Freight & Salvage has been deeply rooted in that aspect of Berkeley's culture that embraces freedom, justice, acceptance, collaboration, and innovation. In 2008, the Freight moved to its current location at 2020 Addison Street with 490 seats in the heart of the Berkeley Arts District. The Freight presents more than 340 concerts and hundreds of classes, in person and online, every year, and is active in Berkeley's public and independent schools.

For more information, visit www.thefreight.org

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POSITION OVERVIEW

The Freight & Salvage seeks a highly motivated, analytical and creative leader with a demonstrated successful track record to serve as Director of Marketing and Communications. The ideal candidate will have expertise in reaching diverse populations and communities with marketing strategies utilizing data driven, traditional and innovative approaches in a fast paced, high volume ticketing environment. Responsible for driving earned revenue against annual revenue goal.

This position reports to the Artistic Director and supervises a Digital Marketing Coordinator, and Marketing Associate. The Director of Marketing and Communications is a member of the Senior Management Team and works closely with program, development, finance, box office supervisor, education, house management team, and a Board of Directors External Affairs Committee. Commitment to uphold the Freight's values is a must.

PRIMARY RESPONSIBILITIES

The Director of Marketing and Communications develops and implements marketing plans to maximize attendance and earned income and helps to increase institutional visibility. Scope of responsibility for the position includes stewardship of the Freight & Salvage brand, direct mail, print, digital and broadcast advertising, public relations, social media campaigns, market research, audience development, project management, and marketing technology planning. The successful candidate will work with other senior staff and board members toward advancing diversity, equity, and inclusion on our stage, on our staff, in our classrooms, and in our audience

Event Marketing 65%

- Develop and implement marketing strategies to grow audiences reflective of the diversity of the Bay Area
- Lead, develop and oversee execution of print and digital marketing strategies to maximize attendance and earned income for over 340 shows a season, including live stream shows.
- Provide marketing support and support for our educational offerings, including class instruction, workshops, and jams as well as 3rd party rental events.
- In coordination with the Box Office department, implement policies to maximize earned income and patron loyalty and new audience development
- Establish yearly targets for public on-sale dates including advance ticket sale priority window for donors or members.
- Attend Freight concerts and events.

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Institutional Marketing 25 %

- Oversee institutional marketing assets, including brand and values, website and other external facing communications.
- Oversee website development and content, including integration with Tessitura.
- Prepare press releases and maintain relationships with the media, including pursuing strategic partnerships.
- Collaborate with and support philanthropic fundraising team campaigns.
- Develop and oversee social media campaign strategy.
- Manage Freight branded merchandise sales.
- Oversee all market research and report on findings to senior leadership team.

Marketing Management 20%

- Develop and oversee the annual marketing budget. In conjunction with Artistic Director, develop financial projections, including establishing income goals for all concerts, financial forecast updates, and management of expenses.
- Serve as part of senior management team to communicate, strategize and brainstorm on issues related to external affairs.
- Actively participate in the work of the External Affairs Committee of the Board of Directors.
- Supervise marketing staff. Provide management support for Box Office Supervisor.
- Develop and oversee marketing internship program.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

Required

- Leadership experience with demonstrated effectiveness in performing arts marketing & communications
- At least 5 years experience developing and implementing successful strategies for growing diverse audiences.
- Direct experience in marketing, advertising, public relations, social media, direct mail, events marketing experience through both print and digital channels
- Working knowledge of Google analytics or other website tools to measure website traffic and analyze customer purchase paths
- Ability to read, understand, and adhere to program/department budget, and ability to create and track project budgets.
- Excellent written, verbal and presentational communication skills
- Strong organizational skills and ability to manage multiple projects in a fast paced, deadline-oriented environment.
- History of successful leadership in project management

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Desirable

- Proven ability to lead and motivate a staff of professionals and interns
- Ability to work as part of a team, resolving problems, balancing the needs of diverse groups, and carrying projects through at a high level of excellence
- High level of comfort with technology and relevant software
- Enthusiasm for and understanding of roots and traditional music
- Working knowledge of Tessitura and other Customer Relationship Management Systems, including email marketing, audience segmentation, list generation, and management reporting & analytics
- Direct experience in a live event, ticketing-based environment

Compensation & Benefits

- This is a full time, exempt position. Compensation is commensurate with experience. The Freight offers a generous benefits package, including medical and dental insurance, a generous vacation and sick leave policy, 403(b) Plan, commuter transit benefits, and mobile phone reimbursement.

To Apply

- If interested, please submit resume, cover letter and salary requirements to Peter Williams, Artistic Director – Peter@freightandsalvage.org

Equal Opportunity Employer Statement

The Freight and Salvage is an equal opportunity employer committed to providing equal opportunity to its employees and applicants for employment without discrimination on the basis of race, religion, gender identity or expression, sexual orientation, age, disability, or any other reason unrelated to ability to perform the position. This policy applies to every aspect of employment, including but not limited to hiring, advancement, transfer, demotion, termination, compensation, benefit, training and working conditions.