



## Marketing & Public Relations Associate

**Primary Reporting to:** Vice President of Marketing & Public Relations

**Supervisor to:** N/A

**Salary:** TBD. This is a non-exempt position, 40 hours/week.

**Benefits:** Medical and Dental insurance, 403(b) contribution plan available.

### **Qualifications:**

- Minimum of a bachelor's degree is required, major in marketing/communications a plus
- Excellent interpersonal and organizational skills, as well as communication, both verbal and written
- Strong analytical skills with a goal-oriented attitude
- Ability to set priorities, take initiative to implement projects and seek solutions, and manage multiple deadlines
- Creative and strategic, innovative thinking
- Adaptability and flexibility; team player
- Advanced knowledge of all MS Office programs (Word, Excel, Outlook, PowerPoint)

### **Preferred:**

- Passion for classical music/musical arts
- Familiarity with HTML or standard CMS interfaces
- Familiarity with patron management software; Tessitura preferred
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Spark, Premiere Pro)

### **Responsibilities:**

#### Marketing

- Manage and execute promotional and grassroots campaigns for Philharmonic Society concerts and events.
  - Build and manage advertising campaigns across multiple mediums (print, direct mail, radio, digital, TV, etc.)
  - Conduct market research to identify new opportunities and seek partnerships that would reach new audiences and leverage resources; outreach to interest groups
  - Assist in developing and implementing successful subscription and single ticket campaigns.
  - Create and update content to support promotional campaigns.
  - Website: assist with website maintenance, including builds of new events and packages, and continually updating content to ensure that all pages are fully functional and reflecting the latest information.
  - Social networks: reach out to groups and supply content for Facebook, Instagram, Twitter, YouTube, etc.
  - E-news: supply content (articles); coordinate e-news trades with interest groups
  - Advertorial copywriting for radio, postcards, brochures and print ads.
- Ensure that all records and archives for Marketing & Public Relations Department are up-to-date
- Act as staff liaison for the Board of Directors' Artistic & Marketing Committee, including sending meeting reminders, preparing meeting agendas/packets, and taking minutes.
- Proof concert support materials and organizational literature.
- Work at concerts and special events (some nights/weekends required).
- Preparing marketing and media/VIP check-in table and overseeing front of house needs.

### Public Relations

- Submit all events for timely inclusion in online calendar listings and perform follow-up checks in coordination with PR plan.
- Secure media coverage by writing press releases, pitching press coverage and interviews.
- On concert/event days: assembling press kits, receiving press and VIPs at media table, escorting media in/around venue, and providing encore(s)/additional program information to press following event.

### Design

- Assist with creation of concert and organizational support materials (both digital and print) such as flyers, postcards, ads, program books, brochures, posters, emails, digital banners, etc. based on approved design elements to reinforce the Philharmonic Society brand and initiatives.

### **HOW TO APPLY:**

Please submit a cover letter, resume and salary requirements to:

Philharmonic Society of Orange County  
Attn: Human Resources  
1124 Main Street, Suite B  
Irvine, CA 92614  
Email: [hr@philharmonicsociety.org](mailto:hr@philharmonicsociety.org)