



Philharmonic Society of Orange County Director of Marketing

Primary Reporting to: COO/Vice President of Communications

Supervisor to: Sr. Marketing & Public Relations Manager, Marketing & Patron Relations Associate

Salary: Commensurate with experience. This is an exempt position, 40 hours/week.

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

Location: Irvine, California

The Philharmonic Society of Orange County seeks a creative and strategic thought partner to join our team as Director of Marketing. This position will create and manage programs to drive and execute strategies that facilitate and elevate awareness of the Philharmonic Society of Orange County and its work in the community. The Director of Marketing will foster an environment of collaboration and ensure that brand positioning, narratives and cohesive messaging is meaningfully incorporated into all organization assets and across channels. This position will also develop and execute marketing campaigns for the season, and oversee reporting of concert ticket sales and audience development campaigns.

The Philharmonic Society of Orange County is one of the country's most prestigious presenting organizations, dedicated to bringing the world's most celebrated symphony orchestras and international artists to the region. We also provide free music education programs that reach more than 100,000 students each year throughout the county and surrounding areas. Our programs include the annual Laguna Beach Music Festival, the Orange County Youth Symphony, and various concerts and educational and community engagement events.

Qualifications:

- Minimum of a 4-year degree (master's degree preferred) and/or 5-7 years' experience in the marketing/communications field
- Excellent project management skills; must be highly organized and efficient with a keen eye for detail, able to set priorities, and have the capacity to manage a variety of project-oriented tasks and deadlines
- Excellent interpersonal and organizational skills, as well as communication, both verbal and written; ability to work effectively across different teams and departments
- Strong analytical skills, with a goal-oriented attitude
- Creative and strategic, innovative thinker
- Adaptability and flexibility; team player
- Advanced knowledge of all MS Office programs (Word, Excel, Outlook, PowerPoint)

Preferred:

- Arts marketing/communications experience
- 2+ years of supervisory experience
- Passion for classical music/musical arts
- Familiarity with HTML or standard website CMS interfaces
- Familiarity with patron management software; Tessitura preferred
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Spark, Premiere Pro)

Responsibilities:

Marketing

- Develop and manage a variety of activities and programs to elevate brand awareness and create cohesive, mission-driven messaging across all functions of the organization.
 - Develop annual, short- and long-term branding and marketing initiatives, strategy and plans.
 - Create messaging to support and reinforce organization brand and voice.
 - Coordinate and lead cross-departmental campaigns (Artistic, Education & Community Engagement, Development, Finance) to ensure successful and on-time execution of brand initiatives.
 - Be the brand lead across all organizational functions—in strategy, promotion and creative.
 - Provide brand review for all content and ensure it is in line with overall brand positioning and voice of the organization.
 - Collaborate and support all departments to provide materials as needed.
 - Oversee coordination of development, design and production of creative assets.
 - Actively gather, analyze and present brand, competitor and relevant industry insights, trends and data.
- Work closely with the Director of Patron Services to develop and implement successful subscription and single ticket campaigns, including packaging, pricing, and forecasting.
- Develop and execute promotional campaigns for Philharmonic Society concerts and events, including special projects such as the Laguna Beach Music Festival.
 - 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 to reach new audiences and leverage resources; outreach to interest groups
 - 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: supply content for Facebook, Instagram, Twitter, YouTube, etc.
 - E-news: manage design and layout, and supply content (articles).
 - Advertorial copywriting for radio, postcards, brochures and print ads.
 - Track and measure effectiveness of marketing programs and activities.
- Develop and manage the marketing budget, including approval of department expenses and accurate tracking and forecasting of marketing expenses.
- Ensure all records for Marketing & Public Relations Department are up-to-date, including scheduling of meetings on calendars and maintaining binders/digital records for subscription and single ticket sales, requisition reports, invoices, press archives, etc.
- Act as secondary staff liaison for the Board of Directors' Artistic & Marketing Committee, including reporting on ticket sales and marketing and audience development initiatives.
- Proof organizational literature, including concert support materials.
- Work at concerts and special events (some nights/weekends required), coordinating with department to prepare marketing and media/VIP check-in tables; oversee front of house preparations and act as liaison to media and VIPs.
- Oversee and guide Marketing & Public Relations Associate(s) and Marketing Intern(s).
- Stand in for Vice President of Communications to represent department when VP is not present.

Public Relations

- Develop and oversee implementation of public relations (PR) plan for organizational activities.
- Submit all events for timely inclusion in online calendar listings and perform follow-up checks in coordination with PR plan.
- Write press releases, and strategize with Senior Marketing & Public Relations Manager to pitch press coverage and interviews.
- Oversee external agencies hired to support PR activities.

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.

Physical Requirements

- Frequently perform desk-based computer tasks, use telephone, and writing by hand
- Routine sitting, walking, standing, bending, squatting, kneeling
- Occasional lifting/carrying of loads weighing up to 30 pounds

The Philharmonic Society of Orange County will provide reasonable accommodation to any employee with a disability who requires accommodation to perform essential functions of his or her job.

Special Requirements

- Candidates must have received or be willing to receive the COVID-19 vaccine by date of hire to be considered.

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