

COLORADO SPRINGS PHILHARMONIC

JOSEP CABALLÉ-DOMENECH, MUSIC DIRECTOR



Marketing Coordinator

Reports to: Director of Communications

Status: Full Time, Exempt

COLORADO SPRINGS PHILHARMONIC

Now entering its 96th Season, the Colorado Springs Philharmonic is one of the most exciting performing arts organizations in Colorado, experiencing a renaissance in its service to the community and the Pikes Peak region. Recent institutional advancement efforts have led the institution toward a whole new level of service. The Philharmonic employs 76 part-time musicians and produces a nine-month concert season comprising three Concert Series – Masterworks, Philharmonic Pops, and Signature Series – in addition to holiday concerts, summer engagements, chamber music, and schooltime concerts. In all, 45 concerts are presented each year at the Pikes Peak Center for the Performing Arts, the Ent Center for the Arts at UCCS, and in various other venues throughout the region. Led by Music Director Josep Caballé-Domenech, the Philharmonic performances reach more than 200,000 people every season through events and broadcasts. The Colorado Springs Philharmonic is an orchestra of the future, with bold plans to reach deeply into the fabric of the community with exciting, entertaining, and meaningful offerings.

SUMMARY

The Marketing Coordinator plans, administers, and evaluates communications programs to maximize revenue, patron experience, and visibility of the organization. The Marketing Coordinator will facilitate the development of a yearly marketing and communications plan, and manage all communications activities to keep the organization on track. Activities will include planning editorial content, writing and editing copy, assembling copy for publications, engaging freelance writers, coordinating with freelance PR and Design, ensuring online excellence in social media web site, and managing the communications calendar across departments. The Marketing Coordinator is a planner and a resource for the rest of the Philharmonic staff, and is the nexus of the Philharmonic's important communications efforts.

JOB DUTIES AND RESPONSIBILITIES:

Communications Calendar

- Coordinate, monitor, and continuously update the organization-wide communications calendar, encompassing ticket sales, philanthropy, and community focused messaging.
- Keep the staff on track with content, design, production, and delivery deadlines.

Publishing Coordination

- Ensure the success of all publications, small and large.
- Write copy or develop media content as required, or resource freelance producers.
- Be deadline driven, and coordinate with the Philharmonic's PR and Design consultants to ensure on-time delivery of publications.

Social Media and Web Site

- Master the Philharmonic's social media and web site to ensure that they are always up to date and supplied with content and media assets as required to maximize engagement while staying on brand.

Branding

- Advocate across the organization and in all media and publications for a consistent brand look and brand voice.
- Suggest and contribute new ways to tell the Philharmonic's story in overall branding campaigns.

Staff Resource

- Actively engage with all staff to ensure that their publication needs are met. Manage them, when necessary, to ensure on-time delivery of content.

General Duties

- Attend concerts of the Philharmonic to fulfill assigned concert duties. Comp-time is earned for each concert attended.
- Keep up a consistent in-office schedule in order to be a resource to colleagues.
- Seek out continuous quality improvement throughout the Philharmonic's program and service areas.
- Act as a thought-partner with other team members in the pursuit of excellence.
- Be a team player, an example of positivity and effectiveness who contributes to workplace culture and relationships.
- Ensure that all program activities operate consistently and ethically within the mission and values of the Philharmonic.
- Participate in professional development of staff as directed.
- Must be responsible, and able to handle confidential material, organize effectively, and work independently.
- Assure that a positive image of the Philharmonic is portrayed at all times.
- Perform other relevant responsibilities as required.

REQUIREMENTS

- Demonstrated excellence in communications strategy and execution. Excellence in written, verbal, and media-driven communication.
- Appreciation of symphonic music and cursory understanding of the arts world.
- Self-assured and professional aplomb. Energy, flexibility, self-motivation and ability to adapt to changing situations.
- Familiarity with high-volume direct mail and/or e-marketing strategies and operations.
- Critical thinking and strategic problem solving.
- Maintain current, valid driver's license and liability insurance at all times on any personal vehicle used to conduct Philharmonic business. Able to lift and carry at least 35 lbs.

COMPENSATION and BENEFITS

This position offers a seat at the table in a challenging work environment with room to advance your career and opportunities to take on increasing levels of responsibility and leadership.

- Salary range: \$35,000 to \$55,000 commensurate with experience and qualifications.
- Benefits package includes full individual health/dental/vision plan, paid time off, SIMPLE IRA with 3% employer match, free access to in-house fitness center, free garage parking, and concert tickets.