

# OREGON SYMPHONY

## JOB DESCRIPTION

### Director of Marketing

EXEMPT STATUS:	SALARIED (EXEMPT)
REMOTE HYBRID ELIGIBLE:	YES
DEPARTMENT:	MARKETING
REPORTS TO:	VP OF MARKETING & COMMUNICATIONS
DIRECT REPORTS:	3
EFFECTIVE/LAST UPDATED:	June 11, 2025

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#### POSITION SUMMARY:

The Director of Marketing serves as a key leader within the Marketing Department, acting as the second-in-command and working collaboratively with various internal and external teams. This role oversees the development and execution of strategic marketing, sales, and promotional initiatives to achieve revenue goals for all Oregon Symphony concerts while fostering brand recognition and audience growth.

#### ESSENTIAL DUTIES & RESPONSIBILITIES:

##### Strategic Marketing Planning and Execution:

- Collaborate with organizational leadership to develop and implement comprehensive marketing strategies for the concert season based on revenue goals, audience development objectives, and organizational priorities.
- Oversee the creation and execution of integrated campaigns that incorporate digital, traditional, and grassroots marketing efforts.
- Develop and implement a content marketing strategy that aligns with broader organizational goals, leveraging storytelling to build brand loyalty and audience connection.

##### Media and Advertising Management:

- Develop and manage detailed media plans across digital, print, radio, television, and outdoor advertising platforms.
- Negotiate and manage cash/trade agreements and maintain relationships with media partners to maximize visibility and sponsorship opportunities.
- Place all media buys and manage advertising budgets to ensure campaigns achieve desired return on investment (ROI).

##### Digital and Social Media Strategy:

- Partner with external agencies or consultants to design and implement concert-specific digital advertising campaigns.
- Provide strategic oversight for digital content development and social media strategies to ensure alignment with marketing goals and the organization's brand.
- Oversee digital platforms, including the website and email marketing, to maximize audience engagement and achieve sales goals.
- Ensure the effective use of CRM and marketing platforms such as Prospect 2 and Braze for email and SMS campaigns, providing oversight for staff utilizing these tools and remaining open to pursuing certifications as technologies evolve.

**Audience Insights and Market Research:**

- Utilize analytics tools to monitor sales trends, evaluate challenges, and identify growth opportunities.
- Conduct market research, including audience segmentation and A/B testing, to optimize campaigns and enhance audience understanding.
- Regularly analyze competitor activities and market trends to ensure the organization remains competitive and relevant within the arts and entertainment sector.

**Team Leadership and Collaboration:**

- Lead, mentor, and develop the marketing team to achieve high performance and professional growth.
- Foster collaboration across departments and with external stakeholders to ensure alignment on marketing initiatives.
- Build and maintain cross-functional partnerships to enhance the organization's visibility, including engaging with community leaders, corporate sponsors, and other stakeholders.

**Budget Management and Financial Analysis:**

- Assist in generating annual expense/revenue budgets and income goals for concerts.
- Monitor advertising and promotional budgets, ensuring financial accountability and alignment with organizational goals.
- Oversee ROI analysis for all campaigns, providing actionable insights and adjustments to optimize future initiatives.

**Event Support and Brand Stewardship:**

- Represent the Marketing team at concerts and events to oversee in-hall promotional activities and ensure seamless execution of marketing-related projects.
- Work with creative and operational teams to uphold organizational branding guidelines across all platforms.
- Lead the development of crisis communication strategies as needed, ensuring alignment with the organization's brand and public relations priorities.

**Innovation and Growth Initiatives:**

- Explore innovative marketing techniques and channels to reach new audiences and enhance overall engagement.
- Identify and evaluate opportunities to implement audience loyalty programs, community outreach initiatives, and seasonal promotions.

**QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- A minimum of five years of progressive marketing experience, ideally within the performing arts, nonprofit, or entertainment sectors. A passion for classical music is highly desirable.
- Strong digital skills and experience with platforms like Prospect 2 and Braze are highly desirable.
- Expertise in strategic planning, campaign management, and audience development.
- Advanced proficiency in budgeting, forecasting, and ROI analysis.
- Exceptional written and verbal communication skills, with strong attention to detail.
- Proficiency in Microsoft Office Suite, CRM platforms (preferably Tessitura), and digital marketing tools.
- A collaborative leader with a strategic mindset and ability to manage multiple priorities in a fast-paced environment.

### **ADDITIONAL COMPETENCIES:**

- **Leadership & Change Management:** Demonstrates confidence and the ability to inspire and motivate others, fostering a supportive environment while effectively managing changes and overcoming challenges with strategic communication and adaptability.
- **Business Acumen & Strategic Thinking:** Possesses strong decision-making skills and the ability to devise effective strategies, utilizing sound judgment, creativity, and resourcefulness to synthesize information and optimize organizational goals and processes.
- **Professionalism:** Maintains a respectful, tactful approach in all interactions, manages stressful situations with poise, upholds ethical standards, and demonstrates reliability by following through on commitments and maintaining integrity.
- **Collaboration & Communication:** Actively contributes to a team-oriented environment by offering and accepting feedback, listening attentively, participating meaningfully in discussions, and balancing personal and group responsibilities for collective success.
- **Motivation and Initiative:** Displays a proactive mindset with minimal supervision, consistently pursuing growth opportunities, tackling challenges with determination, and showing a readiness to take calculated risks and accept new responsibilities.
- **Dependability:** Demonstrates reliability by being punctual, meeting commitments, and adhering to instructions, ensuring work is completed on schedule and communicating effectively when adjustments are needed.
- **Quality and Quantity of Work:** Strives for accuracy and thoroughness, proactively seeks feedback for continuous improvement, monitors productivity to meet and exceed standards, and maintains a balance between speed and precision in completing tasks.

### **WORK ENVIRONMENT**

This position is currently following a hybrid work model with 2-3 days per week in the office and requires flexibility to work evenings and weekends as needed.

This job description outlines the primary responsibilities of the position but is not an exhaustive list. The employee may be asked to perform additional duties as necessary to support organizational goals.