



JOB DESCRIPTION

Marketing & Paid Media Manager

EXEMPT STATUS:	SALARIED
REMOTE HYBRID ELIGIBLE:	YES
DEPARTMENT:	MARKETING
REPORTS TO:	DIRECTOR OF MARKETING AND COMMUNICATIONS
DIRECT REPORTS:	0+
MARKET GRADE:	16
EFFECTIVE/LAST UPDATED:	JULY 8, 2026

POSITION SUMMARY:

The Marketing & Paid Media Manager plays a key role in advancing the Oregon Symphony's mission by developing and executing data-driven marketing strategies that grow audiences, drive ticket sales, and strengthen patron engagement. This position leads paid media planning and performance across digital and traditional channels, translates audience and campaign data into actionable insights, and collaborates across departments to deliver integrated marketing campaigns that support organizational goals.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Marketing Strategy & Paid Media

- Develop, execute, and optimize subscription and single-ticket marketing campaigns to maximize revenue and audience growth.
- Plan, implement, and manage paid media campaigns across digital, social, search, and traditional advertising channels with a focus on ROI, audience targeting, and campaign performance.
- Manage advertising budgets, monitor expenditures, and optimize media investments across campaigns.
- Serve as the primary point of contact for advertising agencies and media partners, overseeing contracts, timelines, deliverables, and performance.

Campaign Analytics & Audience Insights

- Track, analyze, and report campaign performance using key performance indicators (KPIs), benchmarks, and goal-based metrics.
- Analyze ticket sales, audience behavior, and patron engagement data to identify trends, opportunities, and areas for improvement.
- Develop audience segmentation and targeting strategies using purchase behavior, demographics, and engagement patterns.
- Prepare reports and presentations that communicate campaign results, marketing performance, and strategic recommendations to internal stakeholders.

- Assist with forecasting ticket sales and advertising performance to support marketing and revenue planning.

Cross-Functional Marketing Collaboration

- Partner with the Creative team to develop effective campaign assets and ensure timely delivery of marketing materials.
- Collaborate with Patron Services to coordinate promotions, special offers, upgrade campaigns, and customer engagement initiatives.
- Work closely with internal departments to align campaign messaging, marketing calendars, budgets, and organizational priorities.
- Support email marketing journeys and digital content initiatives that strengthen patron relationships and campaign effectiveness.

Marketing Innovation & Organizational Support

- Monitor industry trends, emerging technologies, audience behavior, and marketing best practices to continuously improve campaign performance.
- Attend concerts and events to remain connected to the patron experience and identify opportunities to strengthen audience engagement.
- Assist in identifying, evaluating, and developing strategic marketing partnerships that support organizational objectives.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- Minimum of four years of professional marketing or audience development experience, preferably within the performing arts, entertainment, nonprofit, or live event industries.
- Demonstrated experience planning, executing, and optimizing paid media campaigns across digital and traditional advertising platforms.
- Experience using CRM or ticketing databases to support audience development and marketing analysis; Tessitura experience strongly preferred.
- Strong analytical skills with the ability to interpret complex data, identify trends, and develop actionable recommendations. Experience with Power BI or similar business intelligence tools preferred.
- Advanced proficiency with Microsoft Excel and working knowledge of Microsoft Office applications.
- Excellent project management, organizational, and communication skills, with the ability to manage multiple priorities and collaborate effectively across departments.
- Demonstrated ability to balance strategic thinking with strong attention to detail in a fast-paced environment.

OREGON SYMPHONY CORE COMPETENCIES:

These values reflect how we expect all employees to show up in their work, collaborate with others, and contribute to the Oregon Symphony's mission and culture.

Uncommonly Collaborative - Demonstrates openness, respect, and accountability in working with others. Seeks input, communicates clearly, brings the right people into conversations, and contributes to solutions that support collective success.

Universally Welcoming - Engages with curiosity and empathy, values diverse perspectives, adapts communication and approach as needed, and contributes to a workplace and audience experience that is accessible, inclusive, and welcoming.

Uncompromising Quality - Takes pride in craftsmanship, prepares thoroughly, follows through on commitments, and maintains high standards while exercising sound judgment and learning from feedback.

Courageously Innovative - Challenges the status quo constructively, experiments thoughtfully, learns from experience, and seeks better ways to serve the organization, its artists, and its audiences.

Cultural Accountability - Models the symphony's values through daily actions, treats others with professionalism and kindness, communicates thoughtfully, and takes ownership for personal impact on the organization and its culture.

WORK ENVIRONMENT

This position currently follows a hybrid work model with 1-2 days per week in the office. Attendance at concerts, performances, and events is expected to support marketing initiatives, audience research, and organizational engagement. Evening, weekend, and occasional travel are required.

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.