



Marketing and Communications Specialist Kennett Symphony

Purpose of Position:

Within the general policies and strategic plan established by the Board of Directors, create and administer a Marketing and Communications program designed to achieve the organizational objectives of the Kennett Symphony.

Reports to the Executive Director.

Responsibilities:

1. Develop and implement an organization-wide marketing and communications plan, including a timetable, using a mix of communications tools that help the Kennett Symphony achieve its attendance and ticket sales goals while also promoting its image and visibility. Includes group sales, season subscription and individual concert campaigns, advertising, special promotions and direct mail.
2. Develop and manage all content for marketing and communications publications including program books, brochures, newsletters, postcards, etc.
3. Collaborate with the Marketing & Communications Committee that will provide input into the strategy and plan.
4. Create and implement communications materials and content including subscription and individual concert campaign materials, press releases, media advisories, targeted media pitches, blog posts, social media, web content, office window displays, and emails.
5. Maintain clip reports, media lists, and develop relationships with key media contacts.
6. Manage and update website including Arts-People ticketing software.
7. Develop and deliver files, photography and video production, as appropriate.
8. Monitor and report on revenue and attendance for all concerts.
9. Manage day-to-day operations of the box office including ticket sales operations and providing information to patrons. Responsible for box office operations at concerts and events.

Qualifications:

1. Bachelor degree, preferably in marketing or equivalent business experience
2. 2+ years of hands-on experience in business to consumer marketing or public relations
3. Excellent verbal and written communications skills
4. Proven skill at developing and activating integrated communications strategies, tactical projects/programs and promotional events
5. Ability to conceptually visualize, communicate and articulate marketing concepts

6. Experience with all marketing communications functions including e-marketing, advertising, public relations, and collateral
7. Working knowledge of graphic and media files, online marketing and print production.
8. Proficient with Windows-based PC and a solid working knowledge of standard Microsoft applications.
9. Ability to define metrics and track the performance of various online and off-line marketing activities.
10. Demonstrated ability to drive multiple projects to completion with quality, speed and attention to detail.
11. Self-motivated, strong organizational skills.
12. Should enjoy working collaboratively in a team environment.

Health and Safety:

Must be able to lift and carry up to 30 pounds.

Position Parameters:

This is a 20-hour per week, part time position that at times includes hours outside the normal work week. Compensation is commensurate with experience. The Kennett Symphony is an equal opportunity employer. The Kennett Symphony is a 501(c)(3) non-profit organization.

Application:

Send letter of interest and resume to info@KennettSymphony.org by July 6, 2018. No phone calls, please. Please note that only candidates selected for interviews will be contacted.

Now in its 77th season, the Kennett Symphony of Chester County (PA) is a fully professional orchestra that performs six concerts annually. The mission of the KSCC is to present a wide range of symphonic music at an affordable price to entertain and enrich the lives of our audience. www.KennettSymphony.org