



**ALABAMA SYMPHONY ORCHESTRA  
JOB DESCRIPTION**

**JOB TITLE:** Director of Marketing  
**DEPARTMENT:** Marketing  
**REPORTS TO:** President  
**DIRECT REPORTS:** Marketing & Communications Coordinator, Graphic Designer  
**STATUS:** Full-time, Exempt

---

**POSITION SUMMARY:** The Director of Marketing is primarily responsible for the development, management, implementation, and evaluation of marketing and communication campaigns consistent with the needs and goals of the Association, in addition to managing brand identity and promoting brand awareness. The Director of Marketing reports to the President, serves on the senior management team, and supervises marketing support staff.

---

**DUTIES AND RESPONSIBILITIES:**

- Manages and places all trade and paid advertising, oversees the production of all ads, negotiates trade agreements and media sponsorships
- Oversees production, content, mailing, and timeline of direct mail campaigns and evaluates and pulls mailing lists, coordinates with marketing staff to identify target audiences
- Manages PR strategies and tactics, manages public relations efforts, and represents the ASO at speaking engagements and community involvement opportunities as needed
- Crafts story concepts, assists in editing all ASO written content, develops, writes, and edits content for Opus, print, radio, internet and TV advertising, subscription copy, educational material, other collateral material, and proofs all copy
- Collaborates/works closely with senior staff, assessing marketing strategies/needs for Development, Education and Artistic planning
- Develops schedules and strategies for all social media platforms, supervising ASO social media presence and optimizing it for maximum impressions and engagement
- Creates master email campaign schedule, creates content, identifies target audiences
- Provides ticketing data to ASO staff (pricing, seat maps, capacities as needed) and assists in setting sales projections, product pricing, and house scaling
- Accounts payable/receivable for marketing, manages budget and provides concert income/marketing expense forecasting
- Plans and implements new and renewing subscription campaigns and fulfillment
- Coordinates video and photo shoots
- Guides and analyzes sales, market trends, and audience data

**MINIMUM REQUIREMENTS:**

- Four-year degree from an accredited university or related experience working in marketing.

- Successful leadership experience achieving earned-revenue goals in the arts or related field
- Experience working in non-profit or for a large orchestra a plus.
- Excellent written and oral communication; collaborative worker; strong interpersonal skills; strong administrative and organizational skills
- Thorough understanding of existing and emerging best practices in marketing, especially those specific to the performing arts
- The desirable candidate has a functional knowledge of Classical music
- Highly developed attention to detail and the ability to manage multiple projects and meet deadlines.
- Knowledge of Tessitura software a plus

**CONTENT OF CONFIDENTIAL INFORMATION:** a high level of confidentiality is required in this position

**SALARY:** Commensurate with experience and skill level.

**SUBMISSION:**

Please send cover letter, resume, and reference information to:

[jobs@alabamasymphony.org](mailto:jobs@alabamasymphony.org)

subject line: Marketing Director application

*The Alabama Symphony Orchestra is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. The Alabama Symphony Orchestra will not tolerate discrimination or harassment. A criminal background check will be conducted prior to hiring. A period of evaluation will be required*