



Marketing Manager

Full-Time | Exempt

Reports To: Executive Director

The Marketing Manager leads the planning, execution, and evaluation of marketing initiatives that increase the Augusta Symphony's visibility, grow audiences, and achieve ticket revenue goals. This position oversees all marketing and promotional activities, including advertising, public relations, subscription and single-ticket campaigns, audience development, patron analytics, and social media strategy.

Essential Duties and Responsibilities

Marketing

- Serve as the primary media contact for the Augusta Symphony, cultivating strong relationships with local and regional media outlets.
- Oversee the creation, production, and distribution of all marketing and promotional materials, including brochures, advertisements, posters, digital content, social media, telemarketing scripts, press releases, newsletters, concert program books, and education and outreach materials.
- Direct marketing efforts and brand management for the Augusta Symphony's annual Gala fundraiser.
- Ensure all Augusta Symphony communications are accurate, consistent, and aligned with brand standards.
- Manage and maintain the Augusta Symphony website in partnership with the platform administrator.
- Collaborate with the Box Office Manager to train box office and telemarketing staff and support subscription sales and renewals.
- Coordinate cross-promotional opportunities with Miller Theater Marketing team.
- Conduct audience and market research and leverage patron data to increase ticket sales, subscriptions, and donor engagement.
- Monitor and analyze ticket sales, audience retention, and organizational growth using key performance indicators.
- Utilize market data to recommend ticket pricing strategies and forecast annual sales.

Budgeting and Strategic Planning

- Establish annual subscription and ticket sales goals and develop strategies to achieve them.
- Create and manage a comprehensive marketing calendar aligned with the Symphony's organizational schedule.
- Develop, monitor, and adjust campaign budgets to maximize effectiveness and return on investment.
- Negotiate contracts and trade agreements with vendors, including direct mail, telemarketing, design, print, advertising, photography, and videography providers.
- Monitor industry and market trends to identify opportunities and anticipate challenges.
- Collaborate with the Executive Director and Music Director to develop season themes and promotional strategies.
- Partner with the Director of Finance to ensure accurate accounting of ticket sales and marketing expenses.
- Work closely with the Development Director to maintain patron databases and implement targeted communication campaigns.

Community Relations

- Attend Symphony concerts and events, serving as a liaison to the media, patrons, and community stakeholders.
- Build and maintain relationships with business, civic, and arts leaders to strengthen community awareness and support for the Augusta Symphony.
- Represent the Augusta Symphony at civic, cultural, and community events as appropriate.
- Support Community Chords education and outreach initiatives through promotional efforts and audience engagement activities.
- Perform additional duties as assigned by the Executive Director.

Qualifications

Education and Experience

- Bachelor's degree in Marketing, Communications, Arts Administration, or a related field.
- Three to five years of experience in marketing, preferably within the performing arts, nonprofit, or entertainment sectors.

Skills and Competencies

- Proficiency with Adobe Creative Suite, Canva, WordPress, Vimeo, Microsoft 365, Dropbox, Google Analytics, HTML, and web-based technologies.
- Strong social media management and digital marketing expertise.
- Experience with CRM and ticketing systems, preferably with DonorPerfect and Etix.
- Knowledge of print production and project management processes.
- Exceptional written, verbal, and interpersonal communication skills.
- Strong organizational, analytical, and strategic planning abilities.
- Ability to manage multiple priorities, work independently, and collaborate effectively across departments.

Work Schedule

This is a full-time position. Evening and weekend hours are required to support concerts, board meetings, fundraising events, and other Symphony activities.

Application Process

To apply, please submit a cover letter and resume to positions@augustasympphony.com.

No phone calls, please.