



**Nir Kabaretti**, MUSIC AND ARTISTIC DIRECTOR  
**Gisèle Ben-Dor**, CONDUCTOR LAUREATE

## **DIRECTOR OF MARKETING AND AUDIENCE DEVELOPMENT**

**7/9/2017**

### **Position Summary**

The Santa Barbara Symphony seeks an experienced, energetic, organized and creative executive to spearhead marketing and audience development for the Santa Barbara Symphony concert season and Music Education Center.

The successful candidate will have demonstrated (or transferable) experience in designing and implementing comprehensive marketing plans which include strategies, tactics and budgets to drive and increase subscription and single ticket sales, applying best practice and cost-effective solutions, with core competencies and proven experience in direct mail, telemarketing, print and radio advertising, online marketing and public relations.

This is a wonderful opportunity for a candidate to achieve big career wins by increasing subscription and single ticket sales, and running a new branding and identity campaign in 2018 – all within a supportive and thriving arts community with a Mediterranean-like climate, mountain backdrop, and the breathtaking beaches of Santa Barbara.

### **Key Responsibilities**

- Manage and execute subscription campaigns through direct mail, telemarketing, online and other channels for the Santa Barbara Symphony concert season
- Develop and implement single ticket campaigns using direct mail, broadcast and print media, online and direct sales
- Promote the Music Education Center
- Meet or exceed annual revenue budgets; develop and monitor marketing expenses
- Develop revenue projections and ticket pricing
- Monitor and report subscription and single ticket sales, attendance, and ticketing trends
- Manage print and broadcast creative resources and partnerships
- Conduct market research to improve both programming and sales
- Create, implement and manage all PR-related communications and materials
- Work and collaborate with the Santa Barbara Symphony executive team to assist and support the progression of patron relationships

### **Qualifications**

- Bachelor's degree required. Strong preference for majors in Marketing, Business, Music, or Communications

- 3-5 years of progressive marketing and audience development experience with a demonstrated track-record of successfully building and retaining a broad and renewable customer base through crafting, executing, and measuring a comprehensive integrated marketing strategy
- Strong planning, analytical and project management skills
- Knowledge of the nonprofit sector with an understanding of, and passion for the mission
- Excellent copywriter, copyeditor and proofreader
- Experienced in database and financial management
- Proficient in all Microsoft Office Suite software (Word, Excel, PowerPoint, Outlook)
- Basic knowledge of HTML, web design, email marketing platforms and social media
- Familiarity with Tessitura a plus

### **Supervisory**

- Full-time executive level position reporting to the Executive Director
- Staff: Patron Services Manager and Patron Services Associate
- Vendors: works collaboratively with graphic designers, media creative, and vendors

### **Personal Attributes and Competencies**

- Dynamic self-starter with entrepreneurial spirit who can think strategically, with imagination, and possesses a sense of humor with the ability to challenge, inspire and collaborate
- Highly analytical, able to make data-driven decisions
- Strong verbal and written communication skills
- Superior organizational, communication and interpersonal skills
- Action-oriented, decisive, quick study with ability to accurately analyze information and act
- Positive attitude and the ability to provide superior customer service
- Competitive, self-motivated and solution-centric to execute with passion and urgency
- Sensitive to the needs of individuals
- Strategist that is motivated by deadlines and measurable outcomes

### **To Apply**

Please email cover letter and resume with a link to your Linked In profile to Lori Davis at [ldavis@rscfundraising.com](mailto:ldavis@rscfundraising.com) by July 31, 2017. Include "Director of Marketing & Audience Development" in email subject line.

By mail:

Santa Barbara Symphony  
 ATTN: Director of Marketing Search  
 1330 State St, Ste 102  
 Santa Barbara, CA 93101