

Albany Symphony
Sales and Marketing Manager

Summary: The Sales and Marketing Manager is responsible for administering all marketing and digital content for the Albany Symphony. Working closely with the Albany Symphony staff, Board members, consultants, and key vendors, the manager's primary goals are to meeting/exceeding subscription, single ticket, and group sales goals and increase public visibility of the Symphony's offerings and values. The ideal candidate is someone knowledgeable about the performing arts, ideally orchestras, and is skilled at managing social channels and creating content to target specific audiences. The ideal candidate will have strong communication abilities, strategic thinking, and a flexible, can-do attitude to utilize and grow the variety of tools at their disposal. The position requires occasional evening and weekend hours including working Albany Symphony performances and events. This is a full-time position reporting to the Executive Director. The Albany Symphony welcomes candidates who represent diverse communities and perspectives.

Duties and Responsibilities

Marketing and Communications

- Manage the Albany Symphony's annual calendar of sales and marketing deadlines
- Take direction from Executive Director and marketing strategists, including Board and Audience Development Committee, to implement all aspects of marketing at the Albany Symphony, including long-term vision and day-to-day marketing tasks
- Assist in tracking marketing budget including expenses and sales

Advertising and Sales

- Drive execution of all ticket sales marketing plans for series, special and educational offerings with appropriate staff, Audience Development Committee, key vendors (designers, printers, telemarketers) and media partners (print, direct mail, list, broadcast, etc.)
- Enhance the Albany Symphony's group sales through education and community engagement and corporate engagement strategies.
- Build out the Albany Symphony's membership programs, including the newest young professional entity, Crescendo Club.
- Sell ads for the Albany Symphony's program books, by managing program book vendor(s).
- Identify and target new audiences to engage with, and invite into, the Albany Symphony's varied programming and venues
- Provide regular sales and marketing updates to the Audience Development Committee
- Oversee part-time Box Office Representatives on all telephone, in-person, email, and walk-up ticket sales. Provide back-up support to the Box Office as needed.

Organization of Content, Collateral, and Brand Assets

- Update website with support from the Development Communications Manager
- Maximize SEO through Albany Symphony's web, YouTube, Spotify, and Meta channels
- Oversee with content creation vendors and aid in design, editing and production of marketing collateral and public relations pieces, including but not limited to: print ads, radio commercials, postcards, flyers, brochures, e-newsletters and other print and online content
- Update social media channels with event-specific and organization-generic content

- Generate, curate, and coordinate new advertising and organic content for social and archival purposes

Publications and Collaboration

- Provide assets and support to public relations strategist and associated media entities and vendors
- Coordinate with record companies and artists to maximize the Albany Symphony's digital reach
- Build civic relationships that encourage and support effective marketing and public relations efforts, including but not limited to other regional civic and arts partners, Chambers of Commerce, New York State Tourism
- Support other Albany Symphony colleagues with projects including occasional on-site assignments at concerts and events
- Other duties as assigned

Skills and Qualifications

- Equivalent of Bachelor's degree and 2 years marketing, content creation, and sales experience
- Knowledgeable and passionate about the arts with direct knowledge of and experience with orchestral music
- Demonstrated skills with graphic design, content creation, and digital & social media
- Brand development and management
- Skilled with social media platforms, ticketing database, and email marketing software
- Experience building, executing, and overseeing a marketing plan and budget
- Proven track record of increasing audience engagement and ticket sales
- Strong interpersonal skills with an ability to work well with people across a diverse patron base
- Strong project management and organizational skills and attention to detail
- Ability to think quickly and solve problems creatively

Compensation and Benefits

Salary is \$48,000 to \$52,000 commensurate with experience. This position is eligible for bonus compensation if sales goals are exceeded. Health and dental insurance, voluntary participation in 403(b) retirement program (three vesting schedule for organization contributions), complimentary concert tickets, CDTA transportation pass, access to professional development resources through various Capital Region chambers of commerce and League of American Orchestras. PTO package, and twelve (12) paid holidays. Hybrid schedule possible depending on location and experience.

To Apply: Submit via email résumé and cover letter outlining your interest in this position to emilyfe@albanysymphony.com. Put "Sales and Marketing Manager" and your name in the subject line.

About the Albany Symphony: Under Music Director David Alan Miller, the Albany Symphony is an orchestra dedicated to celebrating our living musical heritage and the music of our time. Through brilliant live performances, innovative educational programs, and engaging cultural events, the Albany Symphony is committed to serving a broad and diverse community. Based in the New York Capital Region, the Albany Symphony has won numerous national and local awards and recognition for its adventurous programming, recording projects (including two GRAMMY® awards), composer residencies, and in-school programs. The Albany Symphony's current operating budget is \$3.1 million with a growing portion of revenue from subscription and group sales.