



JOB TITLE: Interim Marketing Coordinator

REPORTS TO: Executive Director

JOB STATUS: Part-time, 30 hours per week

JOB SUMMARY:

The Interim Marketing Coordinator is responsible for supporting the achievement of ticket revenue goals (subscription sales, single ticket sales, group sales) and increasing awareness of the Cathedral Choral Society via its communications and online presence (website and social media).

This position works closely with the Executive Director to achieve the organization's audience development and earned revenue goals. The anticipated length of this opportunity is four to six months. The Coordinator joins the organization during an exciting first half of the 2018.19 season, including the start of a new Music Director, a large-scale collaboration celebrating the 100th anniversary of Armistice Day, and the well-loved Joy of Christmas concerts.

Most work is done during business hours, with occasional evening events and weekend performances.

DUTIES AND RESPONSIBILITIES:

Communications & Publications

- Manage all external concert listings on various websites, ensure concerts and events are listed.
- Create, manage, proof, process and distribute e-blasts.
- Update the CCS website and manage CCS social media presence on Facebook, Instagram, and Twitter.
- Work with staff to receive content for the concert program and input into concert program template.

Subscription Campaign

- Oversee the completion of the 2018.19 subscription renewal campaign, including e-mail, mail, and phone reminders to retain subscribers.
- Execute effective acquisition strategies, including direct mail, e-mail, presence at events, and social media.

Single Ticket Marketing

- Create advertising and promotional collateral. Duties include copywriting and design for print, direct mail, radio, television, outdoor, online, flyers, posters, etc.
- Work with various media sales representatives and agencies to determine suitable advertising buys for single ticket promotion. Request and track proposals for media campaigns.
- Oversee website and social media content related to single ticket promotion.
- Monitor the day-to-day progress of the single ticket marketing plans making necessary adjustments to achieve the revenue and attendance goals.

Group Sales

- Implement a group sales strategy for the first two concerts of the 2018.19 season, cultivating past group sales contacts and reaching out to potential new patrons.

Patron Experience

- Promotes feedback from our audience members and donors through a post-concert survey.
- Analyze audience activity, attendance rates, and trends as requested by the Interim Executive Director.

Administrative & Other

- Track audience development budgets and forecasts.
- Process and code invoices and credit card charges
- Attend concerts and liaise with audience and media representatives.

The ideal candidate will have:

- Experience in a marketing and/or communications role, including internships, preferably with an arts or performing arts organization.
- Knowledge of Adobe Creative Cloud is preferred.
- Experience working with a customer database such as Tessitura, Raisers Edge, Theatre Manager etc. is an asset.
- Candidates with general interest in marketing and communications with some experience in writing, editing, design, website management, and social media will be an excellent fit for this position. Candidates may be strong in some areas and willing to learn in others.
- Outstanding team spirit, positive energy, and a passion for excellence is a must.

HOW TO APPLY: Please submit a cover letter and resume which demonstrate your experience, qualifications, and interest in the position to Lindsay Sheridan, Interim Executive Director: lsheridan@cathedral.org. The position will be filled as soon as possible and interviews will be conducted on a rolling basis, so prompt applications are encouraged. No phone calls, please.