



## Manager, Marketing

The Princeton Symphony Orchestra (PSO), widely regarded as one of the New Jersey's finest arts organizations, is a highly successful, professional, per-service orchestra. The PSO presents a six-program classical series at Richardson Auditorium in Princeton as well as pops, holiday, and education concerts, a chamber music series throughout Central New Jersey, a series of lectures and events for the community, and robust education programs reaching over 10,000 students annually. This is an exciting time of growth for the PSO: the organization has just announced a merger with The Princeton Festival, a June performing arts festival, and in 2020, the PSO began a new partnership with the Youth Orchestra of Central Jersey (YOCJ).

The PSO has proudly remained vital throughout the pandemic, delivering much of our standard programming virtually while also exploring new initiatives.

### **JOB TITLE**

Manager, Marketing

### **POSITION**

The Marketing Manager works closely with the Director of Marketing to implement a comprehensive marketing plan to promote a positive brand and identity for the Princeton Symphony Orchestra and build broad public recognition of the PSO's role, presence, and importance as a major cultural resource in our region.

Looking for a creative marketing professional to join the 8-person administrative team of the Princeton Symphony Orchestra, an award-winning professional ensemble located in Princeton, NJ. A terrific opportunity for a performing arts-minded professional desiring to make significant contributions at a stable and thriving regional orchestra with an important role as a major cultural institution in its community.

### **ESSENTIAL JOB FUNCTIONS**

- Develop an overall paid marketing strategy.
- Manage a marketing budget based on historical data.
- Track sales data and digital analytics to establish marketing benchmarks and ROI.
- Manage all print advertising and digital marketing avenues plus program book advertising.
- Generate regular sales/marketing reports.
- Manage direct mail and email campaigns.
- Implement patron surveys and analyze results.
- Manage grassroots marketing which involves display tables, signage, and giveaways at all PSO and select community and chamber of commerce events.
- Maintain social media presence on all available platforms.
- Take photos, edit, and curate images as well as maintain photo archives.

### **MARGINAL JOB FUNCTIONS**

- Able to travel to/from multiple venues.
- Capable of assisting with set-up; able to lift 25 lbs.
- Other duties as assigned.

## QUALIFICATIONS

- Bachelor's degree or equivalent.
- 3-5 years marketing experience
- Experience in all areas of marketing, particularly paid print/digital advertising including Google Ads, direct mail, broadcast outlets, and email systems.
- Strong background and affinity for sales/marketing analytics.
- Experience with database projects such as targeted contact list pulls for direct mail and email campaigns.
- Able to keep administrative team informed of sales/marketing strategies, ROI, and comparative sales and web analytics.
- Comfortable negotiating print and online ad rates and direct mail marketing costs.
- Budget minded, with the ability to plan marketing strategies and construct team marketing/sales plans.
- Demonstrated ability to implement strategic planning in marketing.
- Understanding of the importance of consistent branding across platforms.
- Social media expertise, particularly with Facebook, Twitter, Instagram, and LinkedIn.
- Evidence of strong writing, editing, and layout skills.
- Proven photographic and videography skills and photo/video editing experience.

## DESIRABLE

- Patron Manager/Salesforce experience.

## COMPENSATION

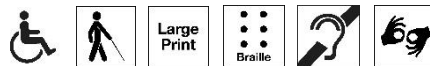
This is a full-time (exempt) position requiring regular evening and weekend work to cover PSO concerts and events. Salary is commensurate with experience; benefits include health insurance and paid vacation.

## OTHER

All Princeton Symphony Orchestra employees and on-site contractors are required to be fully vaccinated against COVID-19, and must have received any booster shot for which they are eligible, as well as any future booster shot that may be required.

## HOW TO APPLY

Submit a resume and cover letter to [employment@princetonsymphony.org](mailto:employment@princetonsymphony.org) with "Marketing" in the subject line. **Application deadline: April 13, 2022.** All applications will be treated as confidential. Electronic submissions only – no phone calls. Reference and background check will be completed during final interview process. If you require any assistance or accommodations during the interview process, please include this information when submitting your application.



*The Princeton Symphony Orchestra (PSO) is deeply committed to a thoughtful, honest, and ongoing self-examination of how we are applying principles of equity, diversity, and inclusion (EDI) and antiracism within our organization. Individuals who bring diverse backgrounds and perspectives are encouraged to apply. It is our policy to provide equal employment opportunity to all persons regardless of age, color, national origin, citizenship status, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, status as a qualified individual with a disability, or any other characteristics protected by federal, state, or local law.*