

Sarasota Orchestra

Job Description

Job Title:	Marketing Coordinator
Department:	Marketing
Reports To:	Chief Marketing and Communications Officer
Classification:	Non-Exempt/Hourly
Supervises:	None
Location:	Sarasota (on-site)

General Overview

The Marketing Coordinator works closely with the Chief Marketing Officer and five other marketing team members in coordinating work-flow, content and implementation of the marketing plan, and plays an important role implementing communications plans. Serves as the department lead in coordinating activities with the Artistic Planning, Development, and Education functions in support of Sarasota Orchestra's programs including professional concerts, youth education, and the Sarasota Music Festival. This position will be part of Sarasota Orchestra's exciting growth as the organization welcomes Giancarlo Guerrero as the organization's new music director and pursues a transformational project to build a new music center. The Marketing Coordinator shall nurture a positive working relationship with all employees, supporting an inclusive, respectful culture and our orchestra organizational values.

Responsibilities

- Track and oversee marketing projects to ensure that content quality is at a high level, deadlines are met, invoices are processed, and budgets tracked, while maintaining a master schedule of all department projects.
- Collaborate with CMO and outside agencies to implement communications plans.
- Maintain and build relationships with area non-profits for partnerships such as advertising trades, ticket offers and other collaborations to increase awareness and access to Orchestra events.
- Track and follow-up on all outstanding items through the department project management system (Basecamp). Serve as primary liaison with Development, Artistic Planning and Education departments.

- Support community marketing events and attend concerts as necessary to support marketing and engagement initiatives.
- Create and oversee overall marketing department analytics dashboards.
- Manage logistics and scheduling of photo and video shoots.
- Oversee the organization's Harmony Gallery, a rotating, juried exhibit in the Orchestra's lobby displaying the work of local artists.
- Perform other relevant duties and additional projects as assigned from time to time as necessitated by the Marketing department and business needs.

Qualifications

- Bachelor's degree in arts administration, music, marketing or communications required.
- Classical music education or orchestra performance experience through the college level required,
- 1-3 years of work experience in an agency, marketing or orchestra environment, or through relevant internships strongly preferred.
- Excellent teamwork/teambuilding, and verbal/written communication skills required.
- Strong organizational skills and ability to prioritize work.
- Works well independently.
- Computer skills including MS Office, including PowerPoint and Excel, a website content management system, and multiple social media platforms.
- Ability to work in office 4-5 days per week. Must be available to work outside of normal business hours, including some evenings and weekends.

Physical Requirements

While performing the duties of this job, the employee is regularly required to talk, hear, sit, stand, walk, and use hands to finger, handle or feel. The worker is required to have visual acuity to perform an activity such as preparing and analyzing data and figures, and viewing a computer terminal. This position requires the ability to occasionally lift and/or move up to 20 pounds.

Working Conditions

sarasota orchestra®

The job operates in a professional environment including office and performance hall settings. The environment is generally moderate in temperature and noise level.