



Manager of Box Office and Marketing Job Description

Job Title: Manager of Box Office and Marketing

Reports To: Executive Director and General Manager

Type: Full-time, exempt

Hours: M-F 9:30 AM to 5:30 PM, Occasional evenings and weekends

Job Summary: The Manager of Box Office and Marketing is responsible for overseeing ticket sales and marketing for the Symphony's concerts and events. You will ensure prompt, courteous, and professional service to all Symphony customers and patrons while generating excitement and "buzz" in the community by executing and influencing the Symphony's marketing plan.

Job Duties and Responsibilities

Box Office Management:

- Meet or exceed revenue goals for Subscriptions and Single Ticket sales
- Sustain and grow the Symphony's reputation for unmatched customer service
- Ensure that phones are answered promptly and professionally
- Manage Subscription renewal and acquisition campaigns
- Develop and execute strategies for group sales
- Build relationships with public and private schools to encourage group sales
- Provide seamless and superior support for all aspects of Symphony Concerts for Schoolchildren
- Maintain Patron Manager ticketing database and office files with close attention to detail and accuracy
- Prepare and present weekly and monthly reports on sales and revenue
- Partner with third-party vendors on ticketing promotions

Marketing:

- Execute a comprehensive, detailed, and deliverable multi-channel marketing strategy for the Symphony
- Partner with graphic designers to create and execute advertising and promotional campaigns for both print and digital collateral
- Develop general print collateral for the Symphony to raise organizational awareness, promote giving and sales, and elevate the Symphony's status in the community

- Help to develop and take ownership of executing a vibrant electronic and social media strategy to communicate with current audiences, promote sales and philanthropy, and reach new audiences. This includes but is not limited to Facebook, Twitter, Instagram, and MailChimp.
- Maintain engaging, accurate and timely content on the Symphony website and collaborate with Symphony staff and Marketing Committee to continually improve the customer digital and purchase experience
- Manage the production of the concert program book, collaborating with Symphony staff, Board, and graphic designer
- Partner with the Executive Director to develop effective marketing metrics, and review effectiveness of marketing efforts
- Write marketing copy for press releases, educational programs, Symphony news, and redeploy material for electronic and social distribution
- Create and monitor Symphony's marketing budgets for each concert
- Maintain and update print and online event listings in local media

General Duties:

- Open the Box Office 1.5 hours before each concert, approximately 6:30 p.m.
- Assist in guest artist transportation
- Coordinate volunteers in office, at concerts, and events
- Occasional evening and weekend work
- Other duties as assigned

Qualifications:

- 3 to 5 years of patron services experience for a performing arts organization
- 3 to 5 years of marketing experience
- Bachelor's degree or equivalent in marketing, communications, arts administration or arts management or other relevant field
- Demonstrated ability to meet and exceed revenue and performance goals
- Attention to detail and initiative to continually think creatively about ways to build patron loyalty and engagement
- Ability to proactively execute strategic and tactical marketing plans
- Strong interpersonal, verbal, and written communication skills
- Ability and willingness to learn new software and skills
- Pleasant, outgoing, engaging manner on telephone and in person
- Proficiency with Microsoft office products, including but not limited to Word, Excel, PowerPoint
- Experience with Patron Manager, Salesforce, or other CRM database
- Interested in working with a symphony orchestra and willingness to learn about classical music

Additional Qualifications Desired or Helpful:

- Knowledge of and passion for classical music
- Experience with Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator)
- Web development skills
- Social media proficiency

- Experience and aptitude for event logistics and special events

The Annapolis Symphony Orchestra is a successful and growing nonprofit organization based in Anne Arundel County, Maryland. Founded in 1962, it is a fully-professional orchestra with approximately 24 performances each year. The Symphony is a resident company located in the Maryland Hall for the Creative Arts (801 Chase Street, Annapolis, MD 21401).

The core of the season is five Masterworks concerts (Friday and Saturday) and one repeat performance at the Strathmore Music Center in North Bethesda. In addition to the Masterworks season, there are two Pops concerts, five concerts for schoolchildren and families, and several collaborative performances with the Annapolis Opera, the US Naval Academy Glee Clubs, and other local organizations. Music Director José-Luis Novo is in his 13th season with the Symphony and is the longest serving Music Director.

Starting Date: A start date of July 9 is preferred but flexibility of an earlier or later start date exists for the desired candidate. Relocation expenses are not reimbursed. The Annapolis Symphony Orchestra is an equal opportunity employer and actively encourages applications that will enhance the diversity of the Symphony's staff. Compensation will be commensurate with qualifications and experience. The ASO offers a competitive benefits package to its employees including health insurance, HAS contributions, life insurance, comp time, and paid annual leave.

To apply, email cover letter and resume to Marshall Mentz, General Manager at mmentz@annapolissymphony.org Email applications only – no telephone calls.