



## **Marketing & Communications Coordinator**

Reports to: Director of Marketing

### **POSITION SUMMARY:**

The Marketing & Communications Coordinator works in collaboration with the Director of Marketing on all marketing and public relations activities of the Alabama Symphony Orchestra to strategically advance the ASO's public image through multiple outlets and to support ticket sales and fundraising efforts. Key areas of responsibility include implementation of a comprehensive, integrated external public relations plan, day-to-day relationships with the media, departmental and institutional writing, and assisting in overseeing the day-to-day activities of the Marketing Department.

The Marketing & Communications Coordinator works as part of a team to obtain local, national, and international media coverage for orchestra performances and education programs, in addition to development and sponsor activities. The Coordinator also supervises recordings and other media projects, among other organizational initiatives.

### **DUTIES AND RESPONSIBILITIES:**

1. Work with the Director of Marketing in the creation of comprehensive public relations plans designed to achieve the strategic goals of the organization and ensure implementation of plans.
2. Develop and maintain relationships with a wide range of local and national media; monitor press coverage for story ideas, publicity opportunities, industry trends, and press contacts; assist development and education staff with media.
3. Oversee the development of copy for all materials used to support the ASO's marketing, development, education, audience development and public relations goals, including community involvement ads, posters, signs, and electronic media, advertising copy, press releases, program books, newsletters, and special promotions; maintain a shared calendar with this information
4. Ensure the quality, consistency, and accuracy of all ASO communications.
5. Serve as main point of contact between the ASO and our external Box Office, sharing information to coordinate ticket sales and interpreting data to provide internal sales reporting.
6. Publicize and promote the Alabama Symphony Orchestra, artistic leadership, and musicians. Develop relationships with artists and guests to maximize publicity possibilities; arrange media interviews with guest artists and Orchestra musicians.

7. Develop and implement audience development opportunities through special promotions and partnerships with educational institutions, other nonprofits, bars and restaurants, etc.
8. Assist in implementation of the ASO's social media marketing plan.
9. Provide leadership for and participate in concert duty, providing an ASO Marketing presence in the venue lobby or managing photographers and greeting media.
10. Maintaining updated internal PR database of media contacts, and ensuring the accuracy and timeliness of the data.
11. Create and deliver audience satisfaction surveys
12. Oversee the daily clips and press tracking process.
13. Manage press tickets.
14. Other duties as assigned.

**EDUCATION/EXPERIENCE:**

Bachelor's degree in music, liberal arts, public relations, communications, or marketing preferred. Knowledge of classical music repertoire preferred. Equivalent combination of education/training and experience may be considered.

**Minimum of three substantive, diverse writing samples required.**

**KNOWLEDGE/SKILLS/ABILITIES:**

1. Outstanding writing skills required.
2. Excellent interpersonal, critical thinking, written, verbal communications with the ability to function at a high level of productivity in a fast-paced, high energy environment.
3. High level of proficiency in all aspects of MS Office, Google Drive, Facebook, Twitter, and Instagram.
4. Ability to work in fast-paced, high energy environment and manage multiple projects simultaneously.
5. Proficient editing skills.
6. Proven supervisory skills.
7. Background in classical music
8. Demonstrated track record in media relations.
9. Attention to detail.
10. Ability to work as part of a team.

**WORKING CONDITIONS:**

Some nights and weekends will be required to perform the essential functions of the jobs at concerts and other media events.

**SUBMISSION:**

Please send cover letter, resume, 3 writing samples, and reference information to:

[jobs@alabamasympphony.org](mailto:jobs@alabamasympphony.org)

subject line: Marketing & Communications Coordinator application

*The Alabama Symphony Orchestra is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. The Alabama Symphony Orchestra will not tolerate discrimination or harassment. A criminal background check will be conducted prior to hiring. A period of evaluation will be required.*