



the phoenix symphony

Job Title: Marketing Project Manager
Reports To: Associate Director of Marketing
Classification: Exempt
Date: May 11, 2016

Description: The Phoenix Symphony is seeking a Marketing Project Manager to assist in the creation, management and execution of its marketing and communications efforts. Under the supervision of the Associate Director of Marketing, the Marketing Project Manager will perform a variety of tasks, in a fast-paced and frequently changing work environment.

As the largest performing arts organization in the state, The Phoenix Symphony depends on its marketing staff to provide innovative methods of marketing Classical, Pops and Family concerts, special events, fostering positive community and media relations and developing new audiences.

This position requires that the successful candidate have both creative and analytical skillsets.

Primary Duties:

- Manage the publications schedule of the Symphony's program books; serve as primary liaison with external program book partners.
- Manage the tactical elements of The Phoenix Symphony annual marketing plan using project management software (experience with Microsoft Project, Basecamp, or similar preferred); enforce deadlines, write or wrangle content, ensure project deadlines are met.
- Serve as back up on Public Relations efforts including media pitches, drafting press releases, media advisories, and talking points for the organization.
- Contribute to The Phoenix Symphony's robust digital strategy. This is an activity shared by all members of the Marketing department; successful candidate will contribute fresh new ideas on content and will have the ability to see them through to completion, while continuing to execute existing, successful strategies already in place.
- Track and monitor Marketing Department expenses.
- Ensure adherence to project timelines.

- Assist in the shared responsibility of updating website, serve as department lead on website content.
- Serve as backup to Associate Director of Marketing when necessary—fielding marketing and public relations requests from organizations, vendors, presenting at staff meetings, etc.
- Assist in the creation and deployment of email campaigns and newsletters
- Other duties as assigned.

Work hours: Typical Mon – Fri office schedule, with concert and special event duty on some evenings and weekends. The ability to work at least one concert per week during peak season is a requirement. Note that many weeks of the year—especially over the summer—have no concert or special event duty.

Requirements: Sound understanding of the principles of marketing. Excellent verbal and written communication skills; strong organizational skills; ability to meet deadlines and function well under pressure; ability to set and manage priorities; competent computer skills including Microsoft Word and Excel; strong attention to detail. As a team player—works to ensure team goals are met or exceeded. Strong understanding of new technologies and how they can be applied to marketing.

Education and Experience: Bachelor’s degree in Marketing, Public Relations, Journalism, English, Communications or equivalent professional experience.

Desired qualifications: Ideal candidates for this position will have a strong interest in the arts, and a detail-oriented work ethic. Strong desire to write and create Public Relations and Marketing content. Knowledge of symphonic repertoire and Tessitura (or other ticketing CMS) and Wordfly (or other email platform) is a plus. Experience with project management software a plus; 1-2 years in marketing, public relations or related, equivalent experience required; 3-5 years experience or greater a plus.

Salary: DOE

Interested persons should email resume and letter of interest to:

tpscareers@phoenixsymphony.org

The Phoenix Symphony is an Equal Opportunity Employer.