



# PITTSBURGH SYMPHONY ORCHESTRA

## Job Description

### Manager of Marketing - Subscriptions

Reports to: Vice President of Marketing & Sales

Supervises: None

Status: Exempt, Full-Time

#### Job Purpose

The Manager of Marketing - Subscriptions primary responsibility is to achieve subscription revenue goals through the development and implementation of campaigns for each of the following series:

*Mellon Grand Classics, PNC Pittsburgh Symphony Pops, Fiddlesticks, and other series as required.*

Additional duties include development and execution of subscriber retention strategies, data tracking, and management of the telemarketing sales vendor.

#### Essential Duties and Responsibilities

- Work closely with the Vice President of Marketing & Sales, to create and implement subscription marketing/sales plans and track expense budgets based on organizational goals
- Manage the PSO relationship with Elliott Marketing and the SmART Database
- Work with various vendors to determine the best cost to execute the subscription plan
- Coordinate marketing campaigns with sales activity
- Create all marketing material in line with marketing plans, working closely with design
- Prepare online and print marketing campaigns
- Work closely with Manager of Patron Services and Patron Service Representatives as related to marketing campaigns
- Manage the organization relationship with an outside vendor for telemarketing sales
  - Manage leads and measure results
- Liaise with Manager of Individual Support to plan joint ticket buyer/donor appreciation opportunities strategically focused on retention and acquisition in both areas
  - Includes creating and implementing Patron Appreciation Month activities
- Track sales progress using the RMA software within Tessitura
- Manage offers and dynamic pricing in a way that takes advantage of increased revenue opportunities
- Maintain effective internal communications to ensure that all relevant functions are kept informed of marketing objectives
- Analyse potential strategic partnerships for marketing subscriptions
- Front-of-House duties as required

#### Required Education, Experience and Abilities:

- Bachelor's degree required



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- Minimum 5 years of experience in a marketing role
- Demonstrated analytical and project management skills
- Strong creative outlook
- Extensive computer skills required
- Excellent editorial, written, and verbal communication capabilities, including clear and concise writing skills and attention to detail
- Ability to work independently but also as a member of a team
- Ability to meet deadlines and perform well under pressure
- Ability and willingness to work irregular hours, including evenings and/or weekends when necessary

## **Preferred Education, Experience and Abilities:**

- Master's Degree
- Knowledge of classical music
- Previous work in a nonprofit setting
- Familiarity and proficiency in Tessitura

## **Physical Requirements:**

- Ability to work on a computer for extended periods of time
- Ability to operate related equipment, i.e. computer, copier, scanner
- Ability to lift up to 15 pounds at times

The specific statements shown in each section of the description are not intended to be all-inclusive. They represent typical elements and criteria considered necessary to perform the job successfully. The Pittsburgh Symphony recognizes that an individual with a disability may require a job modification/ accommodation to enable them to successfully perform a job function. Consideration will be given to such requests. Such requests should be directed to Human Resources.

To apply, please send a cover letter and resume to [hr@pittsburghsymphony.org](mailto:hr@pittsburghsymphony.org)