



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Title: Manager of Marketing and Public Relations

Department: Marketing

Reports to: Director of Development and Marketing

Summary:

The Delaware Symphony Orchestra seeks a Manager of Marketing and PR to aid the Director of Development and Marketing in the implementation and initiation of marketing and PR efforts including: ad creation and placement, subscriber and single ticket buyer outreach, building press relationships, creation of collateral materials and formation of the DSO Program Books.

Responsibilities and Duties:

- Media Advertising
 - Maintain schedule of ad deadlines in area publications
 - Coordinate ad placement and design, track success of efforts
 - Research new advertising opportunities
- Direct mail
 - Maintain up-to-date marketing list, including list segmentation
 - Expand marketing database through list shares and other efforts
 - Create champion vs. challenger testing and tracking programs
 - Ensure timely and accurate reporting on campaign performance
- Program Book
 - Assist publisher in layout and design
 - Track deadlines for copy and print
- PR
 - Create and distribute press releases to all local media to encourage coverage
 - Place follow up press calls as directed
 - Update all calendars with events listings in local print media
 - Maintain relationships with local media to encourage editorial content
 - Work closely with other marketing areas to ensure appropriate coverage in social media channels as it relates to PR
- Brochure
 - Coordinate brochure design and distribution efforts
- Group Sales
 - Responsible for managing groups sales effort, working with tour operators and community organizations and seeking new relationships
- Patron interface
 - Cultivate existing relationships with audiences and volunteers
 - Assist in handling patron issues via phone or on concert nights

- Manage CD sales of guest artists and DSO
 - Assist in processing subscription orders and gala ticket requests
- Concert duty
 - Work as part of the on-site concert duty team (requires some nights and weekends)

Knowledge/Skills:

- Solid knowledge of marketing and PR principles
- Experience within the marketing and PR field required
- Excellent organizational and time management skills
- Excellent Verbal and Written Skills
- Basic knowledge of classical music is encouraged but not required
- Knowledge of MS Office applications, as well as basic design software experience

Resumes along with a cover letter should be sent by July 30, 2010, to the attention of:

Chris van Bergen

Director of Development and Marketing

Delaware Symphony Orchestra

P O Box 1870 Wilmington, DE 19899

Email resumes and letters are also acceptable and should be sent to: chrisvb@delawaresymphony.org

Position will be filled by mid-August, 2010.