

Job Title	Marketing Manager	Department	Marketing
Status	Exempt, Fulltime	Reports to	Director of Marketing (DoM)

General Description

The Marketing Manager works with the Cliburn team to grow revenue and promote the Cliburn brand. Under the supervision of the Director of Marketing, the Marketing Manager implements a comprehensive marketing plan to sell tickets, sponsorships, advertising, gift shop merchandise, and other earned revenue opportunities. The Marketing Manager is the primary staff contact for patron customer service, and provides in-person marketing support at concerts and events. The ability to interact with patrons, develop relationships, and sell the Cliburn brand are key requirements. Additionally, the Marketing Manager is responsible for the day-to-day administrative activities of the Marketing Department.

Responsibilities

Sales

Successfully sells earned revenue opportunities as assigned by the Director of Marketing. Sells current earned revenue opportunities, such as tickets, sponsorships, advertising, and merchandise, and seeks to grow and enrich all earned revenue. Assists with implementing the marketing plan for each revenue opportunity, such as:

- Creates, implements, and tracks sales plans and promotions.
- Develops customized, targeted lists, for each sales objective.
- Identifies prospects and works to secure new sales, such as new ticket buyers and sponsors.
- Assists onsite with day-of, front-of-house set-up and execution for concerts and marketing events.
- Works with volunteers to strategically select Gift Shop merchandise and sell products.

Tracking and Execution

Executes fulfillment of all earned revenue sales.

- Tickets. Liaises with the PAFW box office team to process sales, track and keep ongoing records of concert ticket sales, comps and seating. Manages seat maps for Competition concerts.
- Sponsorships. Primary contact for sponsor asset tracking. Once sponsorships are sold, ensures agreements are signed and distributed, invoices are processed, and funds are collected. Tracks assets (tickets, ads, sponsorship signs, events, etc.) and ensures all assets are delivered, writes and mails thank you letters, and other related duties.
- Gift Shop. Responds to customers and manages all customer service. Prepares and executes all aspects of onsite gift shops during competitions, annual concerts, and other pop-up shops. Sources vendors, places merchandise orders, and receives in merchandise. Partners with Administrative Assistant to ensure orders are packaged and shipped.

Systems Management

- Raiser's Edge (CRM Platform). Enters sales and relationship data in Raiser's Edge. Ensures accurate and complete marketing data is recorded in Raiser's Edge. Logs meetings, attaches letters and proposals.
- Shopify (Gift Shop). Ensures internal controls over inventory and an accurate inventory of all merchandise. Oversees the online gift shop system and partners with the Business Systems and Records Administrator in maintaining up to date merchandise and sales promotions.

General Support

- Serves as administrative support for DoM, such as tracking budgets, submitting expenses, and other duties.
- Supports Marketing Committee efforts with logistics and promotional materials.
- Enthusiastic commitment and willingness to participate above and beyond enumerated job responsibilities alongside all staff working to achieve the Cliburn's mission.

Education, Experience, and Attributes

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| <ul style="list-style-type: none"> • Bachelor's Degree in marketing, communications, or related field required • Excellent interpersonal and communications skills; patience and empathy to work with multiple personalities in stressful situations • Self-motivated and independent, but also work well as part of a team • Flexible; able to problem solve and adapt to changes quickly and with grace | <ul style="list-style-type: none"> • Strong organizational skills and attention to detail with high degree of accuracy • Ability to prioritize conflicting demands and multiple projects, meeting deadlines in a fast-paced environment. • Strong work ethic; high level of personal and professional integrity. • Ability to work evenings and weekends as required |
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*** Accountable ▪ Consistent ▪ Self-Regulated ▪ Punctual ▪ Collaborative ▪ Committed to the Cliburn's Mission ***