



## Director of Marketing & Patron Services

### Position Summary:

The Chamber Orchestra of the Triangle prioritizes patron relations, focusing on retention among single ticket buyers, subscribers, and donors with a highly targeted audience development plan. Based on the California Symphony model (<https://aubreybergauer.medium.com/audience-development-the-long-haul-model-3c381a8c0072>) that has led to dramatic increases in sales and fundraising, the Director of Marketing and Patron Services is to oversee all marketing efforts and low-level annual fund donors, bridging the gap that many arts organizations face between marketing and development. This is a senior level position that will report to the Executive Director. If you are data-driven, marketing savvy, forward thinking, and are passionate about developing and retaining new arts audiences, we want to hear from you.

### Responsibilities

**Season-Ticket Campaigns:** Develop and execute a ticket campaign that maximizes revenue while expanding audience and deepening patron loyalty

- Subscriptions – Create, implement and manage a campaign timeline. Review pricing and scale of house, manage various packages, and emphasize that the right segments receive strategically appropriate package offers and communications
- Single Tickets – Imaginatively market concerts, through a variety of digital and print platforms
- Email marketing – Use email platform (Mailchimp) to effectively engage with different audience segments prior to and after COT events
- Social Media - Manage digital ad campaigns across Facebook and Instagram using Meta Business Suite
- Digital Marketing - Implement and manage digital marketing campaigns using the Google Display Network
- Print Ads - Collaborate with Graphic Designer to create eye catching, but relevant content ranging from posters to local magazines and playbills
- Copywriting – Create captivating text for all marketing materials, emails, and annual fund appeal solicitations. Translate what is often perceived as highbrow or academic, into exciting language that is approachable yet still informative.
- Ticket Pricing – Review house map annually, making any adjustments: setting pricing for subscriptions, single tickets, and family and group packages
- Website – Communicate with Website Designer to manage website content and page builds as needed. Utilize Google and Wix Analytics to make recommendations to improve site performance and sales conversions.
- Box Office - Direct and oversee box office operations for chamber music series and select orchestral concerts



**Patron Loyalty and Retention:** Create individual relationships with COT patrons at every level of commitment, emphasizing personal interaction and involvement.

- Audience Development – Create and distribute relevant audience development materials, including first-time buyer follow-up postcards, multi-buyer thank you mailings, first-time subscriber welcome gifts, and new donor welcome packets.
- Annual Fund for Donors > \$1,000 – Generate and implement two direct mail appeals per year, along with follow-up supporting materials and emails. Managing the timing of these appeals so as not to conflict with marketing solicitations at the same time is important, as is knowing who not to solicit (for example, we do not solicit single ticket buyers or first year subscribers for donations, a deliberate strategy that will aid in the retention of these segments).
- Donor Stewardship – Oversee scheduling, planning and execution of events such as open rehearsals, post concert receptions, and guest artist meet-and-greets, as well as offering these events as subscriber and donor upgrade incentives to strategically appropriate segments.
- Patron Revenue & Budgeting – Set ambitious but appropriate revenue goals with the Executive Director for subscriptions, single tickets, and low-level annual fund, as well as develop expense budgets for these areas.
- Patron Data – Manage patron database (Neon). This position is the resident expert on how data is measured and used, pulling patron reports, building mailing lists, and creating response reports.

**General Administration and Leadership:**

- Contribute actively to the budgeting process
- Supervise a team of Graphic Designer (contractor), Website Designer and university interns
- Manage relationships with COT venues. Venues include The Carolina Theatre of Durham, The Fruit, St. Stephen's Episcopal Church, etc.
- Attend concerts, events, and board meetings (when necessary), which often take place outside of normal business hours on evenings and weekends.

**Qualifications/Personal Characteristics:**

- Bachelor's degree with marketing experience
- Broad knowledge of marketing trends with a data-driven approach
- Strong organizational and strategic planning skills
- Excellent data, tech, and financial management skills
- Creative, autonomous, and possessing a strong attention to detail
- Excellent written and verbal communication and persuasion skills, with ability to present effectively internally and externally to colleagues, in addition to patrons, donors, and businesses.



- Broad-based knowledge of the full range of marketing techniques and tools, including branding, advertising, direct marketing, market research and interactive technologies.
- Proficient in using Google Workspace
- Experience with a CRM
- Interest in or experience with classical music is strongly encouraged

**Status:**

Full-time, exempt with flexible work schedule

**Hiring Range:**

\$49,000 - \$52,000/year + 50% healthcare + 2% of all ticket sales + 2% of all advertising revenue

**Hours:**

In office Monday - Thursday (9am-5pm) + all events

**Note:**

*Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.*

**Equal Opportunity Employer Statement:**

The Chamber Orchestra of the Triangle is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, race, national origin, religion, sex, sexual orientation, status as a protected veteran or any other identities protected by law.

**Application Procedure:**

- Email resume, cover letter, and three references to [info@thecot.org](mailto:info@thecot.org) by Friday, July 1, 2022.
- Please begin your subject line with the words "DIRECTOR OF MARKETING SEARCH."

**About The COT:**

The Chamber Orchestra of the Triangle is a professional orchestral ensemble of 30+ musicians, whose foremost objective is to present performances of extraordinary quality, including works rarely performed. A core goal of the orchestra is to create performance and educational opportunities for some of the nation's most talented emerging musicians.

The COT's 2022-23 Season will consist of an eleven concert subscription season made up of seven orchestral concerts and four chamber music concerts presented by the



COT's string quartet in residence, the Verona Quartet. The COT also serves as the pit orchestra for Carolina Ballet. As a longstanding cultural institution in an area that is experiencing rapid growth, the COT has embarked on an ambitious community programming project that reflects and responds to Durham's dynamic social landscape.