



Position: **Marketing & Communications Manager**

Organization: **Regina Symphony Orchestra**

Reports to: **Executive Director**

The Marketing and Communications Manager will work with the Executive Director and lead initiatives such as subscription and single ticket marketing campaigns, audience development, public relations and media contact, and the design and production of RSO materials. This position works closely with development and box office staff to ensure seamless communication with all stakeholders.

JOB SUMMARY

Marketing Management

- Design and implement marketing plans for season subscription and renewal campaigns and single ticket sales, and other sales programs
- Monitor budget of all marketing efforts to meet determined goals
- Develop and implement strategies around community engagement and education programs

Public Relations & Communications

- Maintain positive working relationships with industry and media contacts
- Ensure consistent delivery of messages relating to the RSO's mission
- Write copy for all marketing materials, including press releases, website, social media platforms and advertisements
- Work with internal staff to create and distribute support materials
- Develop and implement social media strategies

Graphic Design & Website

- Work closely with graphic designer to generate creative and produce a wide range of print and digital collateral, concert programs, signage, and other support materials for RSO departments.
- Ability to use Adobe Suite to create and edit basic ads and other communication marketing collateral
- Maintain up-to-date knowledge and skills relating to graphic design software and systems used to produce finished art
- Manage RSO website content, design and updates throughout the season

Other Duties

- Act as RSO photographer at performances and events
- Attend performances of the orchestra to act as a liaison to the media and the public

Qualifications and Skills

- Strong project management and organizational skills



- Ability to work independently, take initiative, and be part of a vibrant team
- Ability to balance multiple projects under strict deadlines
- Excellent written and verbal communication and presentation skills
- Highly computer literate with significant skill using Adobe Creative Suite, with particular proficiency in InDesign, Photoshop and Illustrator
- Knowledge of arts marketing and classical music is an asset
- Bachelor degree in Business or Marketing, or equivalent experience

Employment Details

- Full-time permanent position, based on a 35-hour work week (with some evening and weekend hours)

Application Process

Please submit your resume and cover letter by Friday, September 20, 2019 at 4:00pm. Earlier applications will be reviewed right away and possibly called for an interview.

Tanya Derksen, Executive Director
Regina Symphony Orchestra
tderksen@reginasymphony.com

For more information, please visit www.reginasymphony.com
No phone calls or hard copies please.

The RSO would like to thank all applicants for their interest, however, only those who are selected for an interview will be contacted.