

**DIRECTOR OF MARKETING AND PUBLIC RELATIONS  
LAS VEGAS PHILHARMONIC**

**JOB TITLE:           DIRECTOR OF MARKETING AND PUBLIC RELATIONS**

**REPORTS TO:       EXECUTIVE DIRECTOR**

**SUPERVISES:       N/A**

**JOB SUMMARY:** The Marketing Director is responsible for planning, supervising, administering, and evaluating programs that meet or exceed attendance and ticket revenue goals for Philharmonic events and maximizing the visibility of the Philharmonic, consistent with Philharmonic policies and long-range objectives. As such, The Marketing Director will plan and manage all marketing activities, including but not limited to: public relations (press, program books, and newsletters); advertising (print, electronic, and other media); season subscription and renewal campaigns (direct mail, telemarketing); all ticket sales (including box office monitoring); audience research; new subscriber activities; and merchandising for the Philharmonic.

**JOB DUTIES AND RESPONSIBILITIES:**

**Marketing Management**

- Plan and implement all aspects of the season subscription and renewal campaigns, including direct mail and telemarketing. Oversee the acquisition of prospect lists, production of all campaign materials, and work of outside contractors. Monitor the progress of all campaigns and provide progress reports and analyses of results.
- Plan and implement a year-round single ticket sales campaign, including the design and placement of print and electronic media, special promotions, and corporate sales. Oversee the work of outside contractors; provide periodic progress reports.
- Oversee the development of a group sales program and other targeted sales programs; monitor and report on results.
- Develop pricing strategies and policies that fulfill revenue/attendance goals. Research and recommend any special ticketing policies (i.e., exchanges) and subscription series makeup.
- Engage in customer research to establish sales/return policies. Direct the development of internal information systems to ensure accurate and efficient ticketing information; provide ticket sales reports as requested.
- Develop a program for communicating the Philharmonic's plans and activities to the media. Work closely with the Executive Director in establishing positive contacts with local media outlets, and in conveying an image consistent with the Board's policies and objectives for the Philharmonic. Maintain media contacts, act as spokesperson for the Philharmonic as needed, and provide public information upon request.

- Oversee the development and production of all materials used to support the Philharmonic's public relations events and marketing campaigns, including subscription brochures, print ads, posters, signs, electronic media advertising copy, telemarketing scripts, press releases, newsletters, program book, annual report, website, and special promotions.
- Oversee the development and planning of special public relations events and new subscriber activities.
- Conduct audience and market research as needed; develop strategies based on survey analyses. Provide statistical and demographic information to the Philharmonic as requested.

### **Budgeting and Planning**

- Assist the Executive Director and Board in establishing appropriate goals for the subscription campaign and other ticket sales campaigns.
- Develop a plan for achieving those goals and establish a master calendar that outlines all campaigns and special events; coordinate all activities with the Philharmonic's master calendar.
- Develop budgets for each campaign and event; monitor the progress of each, and adjust plans when necessary.
- Identify organizational and market trends that may cause significant problems or present new opportunities for the Philharmonic; recommend a course of action or changes in the current operating plan that takes this information into account.
- Provide information for the Music Director and Executive Director in developing program themes. Develop and recommend coordinated packaging to achieve maximum sales.
- Work closely with the Executive Director and other designated staff in long-range planning for the Philharmonic; prepare budget projections as needed.

### **Board of Directors**

- Report to the Board on progress of all ticket sales campaigns; provide other reports and public communications as requested.
- Recommend marketing policies and promotion strategies to the Executive Director and Board with the goal of reaching new audiences for the Philharmonic.
- Ensure that all new promotions demonstrate the highest of professional and ethical conduct.

### **Administrative**

- Oversee the development and maintenance of all tickets sales records; ensure the accuracy of all ticket revenue reports; provide periodic progress reports as requested.
- Work with the Finance Director to establish a system of ticket audits and concert settlements.
- Work with the Executive Director in packaging and solicitation of sponsorships and in-kind support for various product lines and campaigns.
- Work with the Executive Director in contracting outside vendors for the provision of direct mail, telemarketing, market research, design, and printing services; ensure competitive pricing and the quality of their work.

### **Other**

- Attend concerts of the Philharmonic to act as a liaison to the media and public.
- Develop and maintain relationships with local business and arts leaders to enhance the Philharmonic's marketing and public relations efforts. Work to enhance public understanding of and support for the unique role of the Philharmonic in the community.
- Attend civic and cultural events in the community; represent the Philharmonic at public events as requested.
- Assist the Philharmonic's outreach to community and ethnic groups through the promotion of outreach concerts, disbursement of complimentary tickets, etc.
- Keep abreast of recent research on marketing techniques; maintain a collection of current resource materials.
- Coordinate and implement an advertising sales campaign for the July 4<sup>th</sup> program and the subscription series program that will meet budgeted goals.
- Perform other duties as assigned by the Executive Director.