



Digital Marketing Manager (20 hours/week)

Summermusik with resident ensemble the Cincinnati Chamber Orchestra seeks a part-time Digital Marketing Manager to execute the organization's marketing and audience growth plan. The Digital Marketing Manager will ensure campaigns reach new audiences, design a positive patron experience, and support the patron loyalty journey. The ideal candidate will have a background in event marketing with a track record of producing revenue growth using a data-driven approach.

A small team of four individuals, the Summermusik administrative staff works collaboratively to successfully produce more than 90 performances annually, including the August Summermusik Festival and various small ensemble performances throughout the community. It is an exciting time to join our team as Summermusik is one of the fastest growing arts organizations in the nation with 100% growth in operating revenue over the last three years and an annual budget approaching \$1 million. Summermusik was recently named one of the top ten most inclusive orchestras in America by the League of American Orchestras.

Reports to: Executive Director (ED)

Deadline to Apply: Until filled

Type of Position: Part-Time Flexible Hours (Non-Exempt); Employment at-will

Hours: 20 hours/week, typically within normal business hours with some evening and weekend work for performances or events. Additional hours during August for the annual Summermusik Festival

Compensation: \$24-28/hour, commensurate with experience

Type: Hybrid

Responsibilities and Duties Include:

Strategic

- Develop and execute the organization's annual marketing and audience growth plan with a focus on maximizing earned revenue, patron loyalty, and long-term audience development with assistance from the ED
- Plan and execute dynamic event marketing campaigns and promotional strategies across paid and owned channels
- With the ED, develop and oversee the organization's annual marketing budget

Tactical

- Lead digital marketing efforts by creating visual assets including graphics and video, writing copy, utilizing audience segmentation tools, and ensuring brand guidelines are followed for
 - Email Campaigns
 - Summermusik Website
 - Social Media
 - Advertising
 - Emerging Audience Engagement Platforms
- Utilize analytical tools to track ROI across all campaigns and make data-driven decisions on future investment
- Stay up-to-date on market trends and implement new strategies as required
- Assist the Operations Manager in designing the Summermusik Festival marketing brochure and program book
- Assist the Summermusik staff with group sale efforts
- Assist the ED with donor recognition and benefit fulfillment

- Manage concert survey process, including creation, distribution (online), and analysis

Relationship Building

- Oversee the patron experience at selected concerts
- Manage relationships with third-party advertising partners, influencers, and other Cincinnati-based arts organizations for cross-promotional opportunities
- Work with local businesses, individuals, and organizations to promote and secure advertising in the Summermusik program book to meet budget goals for advertising income

Other

- Attend all Board and Marketing committee meetings; prepare and present reports for each Marketing committee meeting and other committee meetings (as required)
- Manage the marketing intern
- Other duties as assigned

Qualifications Include:

- Bachelor's degree in Marketing, Communications, Arts Administration, Music, or similar field
- 2+ years of experience working in a digital marketing role, ideally with an event-based organization
- Professional experience with social media platforms including Facebook, Instagram, Reddit, YouTube, and TikTok
- Experience with the following softwares (current tools used):
 - o Design (Canva and InDesign)
 - o Analytics (Google and Meta Analytics)
 - o Web Design (Wordpress)
 - o Customer relationship management database (Spektrix)
 - o Email marketing (Dotdigital)
 - o Video editing (Canva)
- Strong computer skills in the Microsoft Office suite and Google Workspace
- Detail-oriented and organized with a demonstrated ability to multitask, prioritize, and meet deadlines
- Ability to work effectively in a fast-paced environment
- Passion for orchestral music

To Apply:

Send resume in PDF format and a one paragraph statement of interest in the email body to gidley@summermusik.org. In the subject line, please reference: Digital Marketing Manager

Contact:

Evan Gidley, Executive Director
gidley@summermusik.org

About Summermusik:

Mission: We create intimate, transformative experiences that connect the musically curious.

Founded in 1974, Summermusik with resident ensemble Cincinnati Chamber Orchestra creates intimate, transformative experiences that connect the musically curious. Under the direction of Music Director Eckart Preu, Summermusik provides a unique and educational musical experience in an intimate setting for both seasoned and novice concert patrons. The Cincinnati Chamber Orchestra is comprised of 33 professional musicians, the ideal ensemble size for presenting orchestral works from classical to pop to the music of world cultures as well as commissioned works by contemporary composers. Often, the ensemble shrinks down to as small as three musicians, allowing the organization to annually present

more than 90 performances throughout Greater Cincinnati. Summermusik's signature program, the Summermusik Festival, presents 11 orchestra and chamber music concerts each August, and the We Are One series, launched in 2022, amplifies under-consulted voices by acknowledging historical and contemporary inequities and celebrating unique cultures.

For additional information about Summermusik, visit www.summermusik.org.

Summermusik is an Equal Opportunity Employer: Candidates for employment are considered without regard to race, color, sex, creed, religion, national origin, sexual preference, age, non-job-related disability or marital status.