



Position: Manager of Digital Media Strategies and Patron Loyalty
Department: Marketing
Reports to: Vice President of Marketing, Sales and Public Relations
Status: Full Time
Salary: \$30,000 annually

The Virginia Symphony Orchestra is seeking a self-starter, skilled in DTC marketing strategies, to increase patron loyalty and participation, in a creative, fast-paced performing arts environment. As part of a high-functioning, close-knit team, the successful candidate will develop, test and oversee multi-channel campaigns to achieve revenue goals.

Essential Job Functions:

- Plan and execute all digital marketing, including SEO/SEM, patron database, email, social media and display advertising campaigns.
- Create and execute digital and traditional media plans to meet revenue goals.
- Embrace a data-driven test-and-learn approach to marketing creative, list targeting, and messaging. Report regularly on campaign performance and make recommendations for optimization.
- Measure and communicate results on key performance indicators for campaigns: Are we achieving targeted results along the key touch points in the designed journeys? Synthesize insights to create actionable recommendations to further drive results.
- Strategize, plan and execute segmented direct mail campaigns.
- Design and implement regular patron communications.
- Ensure website is kept up to date and components are current and fully functional.
- Performs all other related duties as assigned

Job Requirements:

- Bachelor's degree in marketing, communications or related field
- An affinity for results-driven analysis and patron conversion strategies
- Experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Able to work under pressure with limited resources to produce results; multi-tasking, time management, organizational, planning, and teamwork skills are imperative
- Excellent verbal and written communication skills
- Thorough understanding of trends and developments in marketing, especially those specific to the performing arts
- Knowledge of classical music and Tessitura software a plus

To apply, submit cover letter and resume to Monica Meyer (mmeyer@virginiasymphony.org).