



POSITION DESCRIPTION

Position Title: Marketing and Public Relations Manager

Reports to: Vice President of Marketing/CMO

Position Summary

The Jacksonville Symphony is seeking a dynamic Marketing and Public Relations Manager as an important addition to the Marketing/Communications team. This position plays a pivotal role in developing and executing strategic marketing initiatives that enhance the Symphony's presence and engagement within the Jacksonville community and beyond. Primary responsibilities include managing and implementing integrated marketing projects and public relations campaigns, as well as creating compelling and consistent narratives that shape public perception and drive our engagement outcomes. An energetic, creative thinker and writer who is experienced with project management, motivated by results and passionate about the arts will be an especially good fit for this role.

Duties and Responsibilities

- In partnership with the Vice President of Marketing, develop and maintain annual communications calendar with individual plans for special events, single ticket goals, subscription acquisitions and patron engagement.
- Manage a diverse range of communications projects, including print materials, digital content, broadcast scripts and various acquisition communications from concept through inception.
- Work closely with internal teams and stakeholders to understand project objectives and ensure messaging aligns with brand guidelines and strategic goals.
- Collaborate with graphic design team and external partners to develop visually compelling materials that effectively communicate our brand and drive revenue.
- Collaborate with marketing team to conceptualize and create assets for social media engagement.
- Embrace and execute brand strategy throughout all aspects of writing, design and communication to patrons.
- Create and manage project timelines, budgets, placement and resources to ensure timely delivery of high-quality materials.
- Provide support to CMO for various projects and media events.

- Create and implement public relations strategies supporting all aspects of the Jacksonville Symphony, including but not limited to concerts, conductors and musicians, artistic and audience development initiatives, education and community engagement programs and fundraising events.
- Cultivate relationships with local, national and international media, including bloggers and influencers. Maintain media contact list and organize contacts for broad and targeted PR campaigns.
- Create annual PR plans for concerts, organizational initiatives and fundraising events. Develop pitch ideas, arrange and facilitate artist interviews and secure coverage in print media, radio, television and online media. Prepare internal constituents for interactions with the media, providing talking points and training as needed.
- Maintain a current Jacksonville Symphony press kit and resources, ensuring that all institutional bios, fact sheets, photography and other key assets are current, as well as write and place all press assets and maintain brand standards.
- Identify opportunities for press releases and media alerts, along with other institutional copy as needed. Coordinate with marketing team to ensure content is leveraged across all touch points (digital, social, email, texts, newsletter, etc.)
- Catalog and maintain a record of media coverage and clips, providing regular reports to key internal constituents.
- Manage and respond to requests for general information, photos and other assistance from members of the media, public and Jacksonville Symphony staff.
- Work concert duty and serve as back up House Manager as needed (in rotation with marketing team.)
- Other duties as assigned.

Traits and Characteristics

- Possess a sense of ownership and pride in your work.
- Excellent writing skills with an impeccable grasp of the English language and punctuation.
- Creative problem solver and strategic thinker who is self-motivated and able to work collaboratively.
- Highly organized and proactive, with exceptional communication skills.
- Positive team-player who acts with integrity, a sense of purpose and accountability.
- Ability to establish and maintain good working relationships throughout the organization and with external constituencies.
- Good time management skills, including prioritizing, scheduling and adapting as necessary.
- An appreciation for music and performing arts in general.
- A sense of humor is a must!

Qualifications

- Bachelor's Degree is required with 2-3 years proven experience in related field. (Marketing/Communications, Journalism, Digital Media.)
- Technically proficient (Microsoft Office Suite and other related programs.)

- Symphony or other performing arts experience preferred (Tessitura experience a plus).
- Ability to provide writing and content samples upon request.
- Embrace the Jacksonville Symphony's commitment to Equity, Diversity and Inclusion and actively support the organization's mission to enrich the human spirit through symphonic music.

Compensation and Benefits

A competitive salary and comprehensive benefits package, including health insurance, 403-B plan, generous vacation and holiday days, parking and complimentary tickets are included.

Diversity, Equity, and Inclusion

The Jacksonville Symphony is an equal opportunity employer and does not discriminate based on age, race, sex, color, religion, national origin, disability, military status, sexual orientation or any other status protected by applicable state or local law.

Application Process

Submit a cover letter and resume to: Tori Fusinaz, Vice President of Marketing/CMO: HR@jaxsymphony.org. Put "Marketing" in the subject line. No phone calls please.

About the Jacksonville Symphony

Our mission is to enrich the human spirit through symphonic music.

The Jacksonville Symphony is North Florida's leading music nonprofit offering live performances at Jacoby Symphony Hall in the Jacksonville Center for the Performing Arts and other venues throughout the area. Led by President and CEO Steven Libman and Music Director Courtney Lewis, the Jacksonville Symphony reaches over 113,000 individuals through over 125 performances each season. In addition, the Symphony provides music instruction for youth and operates the Jacksonville Symphony Youth Orchestras. For more information about the Symphony, visit JaxSymphony.org.

In its 74 seasons, the Jacksonville Symphony has brought exceptional, enthralling music to listeners in the community, across Florida and far beyond. Courtney Lewis, Music Director, takes his step on the conductor's podium for his ninth season to lead some of the world's finest musicians in performances that continue to reach new levels of artistic excellence. As one of Northeast Florida's most revered cultural institutions, the Symphony is committed to bringing the legacy of classical, pops and other genres of music to life.

Led by President and CEO Steven Libman, the Jacksonville Symphony reaches over 113,000 individuals through over 125 performances every season in its acoustically superior home of

Jacoby Symphony Hall and in venues throughout the state of Florida. Founded in 1949, the Symphony now enjoys a national, distinguished reputation.

In its commitment to making a difference through music, the Symphony is a crucial leader in the community for introducing the joy of music to families through several programs that foster music education. The Symphony believes every child should have access to music education and serves four county school districts and over 35,000 students while offering free tickets to children under the age of 18 for select Florida Blue Classical concerts. Its Jacksonville Symphony Youth Orchestras (JSYO) also serve more than 300 talented musicians from all over Northeast Florida. The six levels of ensembles within JSYO fulfill the needs of all musicians with individualized, ability-specific instruction so students can improve their skills and maintain the highest standards of performing.

Continuing with its core belief that music is for all, the Symphony kicks off the season with two community concerts that are free to the public, so everyone can experience the awe and joy of a live, symphonic performance. Ensembles also tour across the region to bring the joy of music to smaller venues. As a pioneer of Diversity, Equity and Inclusion initiatives, the Symphony further builds upon its robust, strategic plan for DEI growth, making symphonic music reflective of and accessible to the communities it serves.

The Symphony's performance home, Robert E. Jacoby Symphony Hall, is an acoustic gem and offers an intimate and acoustically superior concert experience.

Over the years, the Jacksonville Symphony has hosted some of the most dynamic and esteemed artists of the music world including Isaac Stern, Benny Goodman, Duke Ellington, Marilyn Horne, Luciano Pavarotti, Itzhak Perlman, Kathleen Battle, Mstislav Rostopovich, Audra McDonald, Joshua Bell, Lang Lang, Alisa Weilerstein, Branford Marsalis, Renée Fleming and Jean-Yves Thibaudet.

The Jacksonville Symphony is a proud member of the League of American Orchestras, the Sphinx Organization's National Alliance for Audition Support and the Jacksonville Chamber of Commerce.

All parts of this mission come together to create a Symphony that enriches, uplifts and inspires lives. For more information about the Jacksonville Symphony, please like us on Facebook and follow us on YouTube, Twitter and Instagram.