



CANTON SYMPHONY ORCHESTRA (CSO) - MARKETING & DEVELOPMENT ASSISTANT

TITLE: Marketing & Development Assistant

REPORTS TO: Director of Marketing & Development

POSITION DESCRIPTION: Part Time; Maximum 30 hours per week. Varied schedule based on programming. Required some weekends and other weeknights for concerts and events. This job description may be amended to remain consistent with the needs of the organization at the discretion of the Director of Marketing & Development.

SUMMARY DESCRIPTION: The Marketing and Development Assistant helps execute the plans of the Market & Development department. This person assists with all public communications, marketing campaigns, fundraising, and donor/patron development. This person reports to the Director of Marketing & Development.

MARKETING: This person will assist all marketing efforts for the CSO. This includes campaigns pertaining to the MasterWorks, Pops, and Divergent Sounds Series in addition to maintaining and growing the population of season ticket holders.

- Creates and executes social media content curation, radio copywriting, press releases and advertisement purchases in relation to marketing campaigns for the MasterWorks Pops, and Divergent Sounds Series, as well as other symphony programs.
- Designs content for postcards, print ads, posters and other print marketing as well as misc. electronic media needs
- Help maintain the audience database through AudienceView
- Communicate with subscribers and single ticket holders and assist the Box Office Manager with ticket sales and outbound call campaigns

DEVELOPMENT: Assist the Director of Marketing & Development with planning, initiating, implementing, and supporting all contributed income from individuals, corporations, foundations, and public agencies, including unrestricted and restricted operating support, endowment, fundraising benefits, and capital improvements.

- Assist the execution of annual fund solicitation including messaging, mail process, appeals, tracking donations, and sending acknowledgments for annual fund campaigns
- Assist in the planning and serve as a staff member for all pre and post-concert events, donor receptions, and fundraising events and track attendance and other logistical details
- Help maintain computer database of all donors and produce reports

POSITION REQUIREMENTS:

- Bachelor's Degree (or equivalent experience) plus knowledge of fundraising and marketing, preferably in the arts
- Outstanding computer, written, and spoken communication skills
- Strong organizational skills, along with the ability to adapt when necessary to changing needs of the organization
- Experience with graphic design and branding, the ability to produce creative visual and written content.
- Knowledge of classical music and musical terms a plus.
- Proficient in Microsoft Office Suite or like software
- Experience with editing software like Affinity, Canva, Audacity, etc.

COMPENSATION: \$15/hour

TO APPLY: Send resume and cover letter along with three references to rhagemeier@cantonsymphony.org by December 19, 2022, or until the position is filled.

The Canton Symphony Orchestra is an equal opportunity employer. The CSO maintains a policy of providing equal employment to all qualified applicants, employees, musicians and volunteers without regard to race, religion, ancestry, color, national origin, disability, age, gender or sexual orientation, as defined and required by law. Job posted September 28, 2022.