



Symphony Orchestra of Northern Virginia Marketing and Development Coordinator

Job Description: The Marketing and Development Coordinator is responsible for planning and overseeing the orchestra's marketing and fundraising activities. They may also be responsible for serving as an Event Coordinator for all performances, including the annual gala concert. The ideal candidate should have a passion for the arts. This position is instrumental in assuring the growth of the orchestra's audience and enhancement of our community footprint.

Responsibilities:

Marketing/Publicity

- Develops and executes a marketing and publicity plan, both annual and long term
- Manages the marketing budget
- Creates graphics for concert promotional materials including the website and concert programs.
- Designs, populates, and prints programs for each concert.
- Manages SONOVA social media (currently: Facebook and Twitter). Assists Executive Director with website updates and external email communications as needed.

Fundraising and Growth

- Identify/interact with former/current donors to encourage ongoing contributions.
- Identify and cultivate future donors.
- Prepare and send out fundraising messages, including but not limited to, year-end fundraising drive.
- Identify sponsors for yearly Gala event
- Grow SONOVA's community connections through collaborations and partnerships.
- Sell program advertisements and establish a corporate sponsorship program, targeting Alexandria and other Northern Virginia businesses.
- Report on fundraising, growth, and new partnerships at monthly board meetings.
- Assist Board in preparing materials to support grant applications.

Events

- Function as Event Coordinator for annual gala event, which is the orchestra's major fundraiser. Activities include: venue communication; coordination and set-up of auction donations; food and drink planning; venue preparation/decorations; and, coordination of set-up and clean up.
- On-site presence for all concert performances. Responsible for set-up of registration/ticket sales desk, coordination of ushers, ensuring all tables are manned and all posts covered, and post-concert duties.
- Assist Executive Director with outreach and organization related to group ticket sales for each concert as needed.
- Assist Executive Director with concert preparation and day-of support for each concert.
- Other responsibilities as requested by Executive Director or Music Director.



Skills:

- Strong written and verbal communication skills, including graphic design and experience with a variety of media platforms
- Excellent interpersonal skills
- Good computer skills (Project Management experience a plus)

Reports to: Executive Director

Pay/Hours:

- Part-time position: Anticipate approximately 7-10 hours/week (with exception of gala and concert weeks which will require additional work). Generally flexible hours, with some availability during standard business hours required. May be a fully remote job, but applicant must have the ability to attend in person meetings around the area, events, and concerts. Attendance at monthly board meetings and concerts required.
- \$750/month
- Two-year commitment required

2022-2023 Concert Dates:

December 10 (Winter Concert)

March 18 (Fundraising Gala and Concert)

May 6 (Spring Concert)

Application:

To apply, please email resume to orchestramanager@sonovamusic.org.

Please include in email:

1. Why you are interested in the role
2. How you meet the qualifications for the role, and
3. How this position fits into your long-term career goals