



Greenville Symphony Association

Director of Marketing and Audience Engagement

POSITION SUMMARY

The Director of Marketing & Audience Engagement is a strategic, collaborative leader responsible for growing audiences, elevating the Greenville Symphony Orchestra (GSO) brand, and driving earned revenue across approximately 36–40 concerts annually. Reporting to the Executive Director, this role leads all marketing, communications, sales, and audience development initiatives — ensuring alignment with artistic vision, organizational values, and community impact goals.

This position oversees a full-time marketing coordinator, seasonal interns, and multiple subcontractors (designers, PR specialists, photographers/videographers, and advertising vendors).

REPORTS TO: Executive Director

DIRECT REPORT: FTE in marketing, to be hired by Director of Marketing and Audience Engagement

CLOSE COLLABORATORS: Director of Artistic Operations and Director of Development

HOURS/WEEK:

- 36 hours office work week, plus concerts and special events
- Full time, exempt
- Because this role involves close collaboration and on-site activity, it is primarily based on location. Limited remote work opportunities are available.

RESPONSIBILITIES

Marketing Strategy & Revenue Generation

- Develop and implement annual, multi-channel marketing plans to achieve ticket revenue goals across subscription and single-ticket campaigns.
- Set, manage, and monitor the departmental budget; track ROI and financial performance.
- Provide clear sales reporting for leadership and board review, with proactive solutions for pacing challenges.
- Lead strategies for subscription renewal, acquisition, retention, group sales, and new audience development.
- Use CRM analytics and segmentation (Tessitura or equivalent) to guide campaign targeting and patron journey mapping.



Brand, Communications & Public Relations

- Serve as lead organizational voice for messaging, communications, media relations, and narrative development.
- Ensure all messaging aligns with GSO's artistic mission and community values.
- Oversee PR strategy, including media outreach, press materials, interview prep, and outcomes tracking.
- Act as (or prepare) spokespersons for the Executive Director and Music Director as needed.
- Manage crisis communication planning in collaboration with the Executive Director and Board.
- Maintain consistent institutional branding across all platforms and collateral.

Digital Marketing & Content Strategy

- Oversee content creation and strategy across email, social media, website, and paid digital channels.
- Manage email marketing calendars, segmentation, automation workflows, and performance analytics.
- Monitor and interpret Google Analytics, social insights, and website conversion data to optimize campaigns.
- Direct production of marketing collateral, digital ads, video content, and photography in partnership with internal and external creatives.
- Maintain and enhance website content, ensuring a compelling patron experience.

Cross-Department Collaboration

- Work closely with the Directors of Development and Artistic Operations to align marketing with fundraising, community programs, and artistic initiatives.
- Partner with development on donor communications and patron stewardship strategies driven by audience insights.
- Collaborate with education and artistic staff to promote engagement programs and broaden GSO's reach.

Operational & Administrative Leadership

- Manage workflows, timelines, and efficient departmental systems.
- Oversee vendor relationships, contract negotiation, and advertising buys.
- Lead program book production including objectives, editorial planning, and advertising sales strategy.
- Oversee front-of-house marketing presence and collaborate with venue box office partners on sales operations.
- Attend concerts and events; ensure strong visual presence and patron experience at all GSO activities.



OPPORTUNITIES

- Work closely with Director of Development to maximize growth, stewardship, engagement, and retention of donors through marketing strategies
- Partner with the Director of Artistic Operations to develop community engagement programming that meets cross-departmental goals
- Oversee annual program book process, including objectives, editorial calendar, design, content, advertising sales plan, printing, and use
- Manage all internal marketing projects (Education, Artistic, Development)
- Support Executive Director and Music Director as primary media spokespersons for the GSO
- Set PR objectives, track and report outcomes
- Maximize GSO brand presence on multiple channels (e.g., web, radio, print, and social media)
- Create a crisis communication process to manage sensitive issues in coordination with the Executive Director and Board of Directors
- Work with artist management agencies and licensing companies to ensure compliance in public relations and printed materials
- Oversee front-of-house at concert and community venues, liaising with box office representatives
- Attend concerts and events
- Ensure consistent GSO visual and promotional presence at non-concert GSO events and activities
- Oversee GSO ticketing activities in collaboration with the Peace Center box office and other venue infrastructure.

WHO YOU ARE

Essential Qualifications

- Minimum 5 years' experience in performing arts marketing, ticketing, or related field.
- Bachelor's degree or equivalent professional experience.
- Strong communicator with excellent writing, interpersonal, and presentation skills.
- Data-driven mindset with ability to interpret trends and respond in real time.
- Ability to work independently, manage multiple projects, and meet deadlines.
- Tenacious, collaborative, positive
- Availability for evenings/weekend work, with the understanding that weekday in-office hours can be adjusted to offset weekend time.
- Passion for symphonic music and community-centered arts experiences.

Strongly Preferred

- Demonstrated success in revenue-driving marketing campaigns.
- Expertise in digital marketing strategy: paid search, paid social, retargeting, SEO, and web optimization.
- Strong content development skills and experience managing creative assets.
- Project management excellence; ability to lead fast-paced workflows.



- Budget creation, forecasting, negotiation, and ROI analysis.
- Experience with CRM and ticketing systems (Tessitura preferred).
- Fluency with Canva, Adobe Creative Suite, email platforms, and basic HTML.
- Familiarity with audience segmentation and lifecycle marketing models.
- Positive, collaborative, solutions-oriented mindset.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

- Use of an office phone, computer and internet is required
- Must have a valid driver's license and own transportation
- This job will be based in Greenville Symphony's offices in downtown Greenville
- A cell phone and remote access to e-mail and office files are required, as many tasks take place offsite
- Ability to occasionally carry materials or signage

COMPENSATION AND BENEFITS

The Greenville Symphony offers a competitive salary and benefits package, including medical, dental, vision, 401K matching, and generous paid time off.

HOW TO APPLY

Send resume, cover letter, and three references to Jessica Satava, Executive Director, at jsatava@greenvillesymphony.org

ABOUT THE GREENVILLE SYMPHONY

Now in its 78th year of sharing the joy of music with the Upstate, the Greenville Symphony traces its roots back to 1948, when volunteer musicians came together to perform two concerts in the Women's Gymnasium on the old Furman University campus. Today, the orchestra boasts a roster of 67 professional musicians, including 12 salaried principals, and presents nearly 40 ticketed performances each season, along with dozens of free community events.

Under the leadership of Music Director Lee Mills, now in his second season, the Greenville Symphony offers a vibrant mix of timeless classics and bold new works. As we approach America's 250th birthday, Music Director Lee Mills and the Greenville Symphony offer a season that reflects the incredible depth and creativity of our country's musical heritage. The American Season celebrates the stories, landscapes, and bold spirit that define us—whether through the groundbreaking works of today's composers, the cinematic magic of Hollywood, or the timeless melodies of Gershwin, Bernstein, Dvořák, and Rachmaninoff.

The four-concert series in Gunter Theatre includes some of the best-loved music ever written. Showcasing everything from new music to family concerts to exciting commissions such as a piece with



narration highlighting Upstate Revolutionary War heroine Dicey Langston, Carolina-flavored family tradition *Peter and the Wolf* featuring narrator/actor Mimi Wyche, and brand new works by Clarice Assad and Katherine Balch.

The Greenville Symphony's special events begin in December with Holiday at Peace. Greenville's favorite family Christmas tradition is sponsored by United Community and is offered at the Peace Concert Hall for three performances. The wizarding world tradition that began with sold-out houses in 2023 will return with *Harry Potter and the Goblet of Fire™* in Concert. The performances, sponsored by Kyocera AVX, feature the original movie on a 40-foot screen onstage above the Greenville Symphony, skillfully playing the entire Patrick Doyle score live to picture. Stay tuned for more symphonic cinema to be announced later this year!

To see the artists of the Greenville Symphony up close, our Chamber Music Series, at Hotel Hartness, Warehouse, and Center Stage, ensures that both Greenville County and the downtown neighborhoods have access to the artistry of our principal musicians. The principal musicians offer bespoke programs featuring classical interpretations of Bluegrass idioms in the fall and tango in the spring.

Education and community engagement have been a central tenet of the Greenville Symphony's mission since its first children's concert in 1951. Every year, GSO musicians present free education programs appropriate for various age groups, mentor high school musicians, and perform in all 51 elementary schools in the Greenville County School District, providing access to great music for over 27,000 children annually. The musicians of the Greenville Symphony have a strong presence in the county library system as part of our Lollipops music and literacy programs sponsored by BMW.

With events like Pop-Up Music! and our summertime camp visits for kids brought to us by South Carolina Arts Commission and the Jolley Foundation, the Greenville Symphony takes pride in bringing the magic of music to unique places and spaces across the Upstate.