



## Marketing & Data Analytics Coordinator

Organization: Mobile Symphony, Inc.

Affiliated Orchestra: Mobile Symphony Orchestra

Job Type: FULL TIME, PAID

### Job Description:

The Mobile Symphony is looking for an individual to maximize the potential of its extensive customer database, in coordination with our outside marketing firm, to increase ticket sales and donations. The position requires knowledge of marketing, social media and data analytics.

### Duties:

- Propose and discuss best methods for the most effective use of Theatre Manager data.
- Develop, manage and execute distribution lists using Theatre Manager database for direct mail, voicemail, email, and telemarketing campaigns.
- Manage telemarketing campaigns, including training and oversight of volunteer callers.
- Establish a web-based 'face and voice' for Mobile Symphony via website and social media.
- Create surveys, as needed, and assist leaders in resourcing national audience data and analysis, as well as Mobile Symphony audience responses.
- Develop standard processes to ensure that data collection in all departments is complete, up-to-date, and accurate.
- Provide accurate and timely box office/ticketing and development/fundraising reports as requested by staff, management and/or board.
- Track and provide evaluation for all project reports including dashboards, and project analysis.

**Job Requirements:**

The ideal candidate will have:

- College degree and/or relevant work experience in a marketing data-intensive environment required; nonprofit experience a plus.
- Be comfortable working in a creative, friendly and mission-driven organization.
- Excellent written and verbal skills, including grammar, needed.
- An understanding of basic relational database concepts and SQL, as well as experience with Crystal Reports or similar reporting engines.
- An ability to learn and retain knowledge of new programs.
- Experience with Theatre Manager software (from Arts Management Systems) desirable, but willing to train.

**Compensation:**

Commensurate with experience

**Benefits offered:**

Blue Cross/ Blue Shield Preferred

Vacation

**Organization/Orchestra History:**

Mobile Symphony was established in 1970 as the presenting organization, Symphony Concerts of Mobile. In 1996, the board of Mobile Symphony decided that to truly serve the educational, quality of life, and economic development needs of the community, it must create a local Mobile Symphony Orchestra, utilizing and developing local professional musicians. Thus, the planning and development of the local orchestra began. The official name was changed to Mobile Symphony, Inc. in 1997.

2000-2001 marked the beginning of a new era for the Mobile community. Scott Speck was named Mobile Symphony's first Music Director. Speck's talent, enthusiasm and love of music has elevated the orchestra to new levels and created a new standard of excitement for the entire community. Also, during this time the Mobile Symphony Youth Orchestra completed its first year under the auspices of Mobile Symphony. Mobile Symphony's music education program, Preludes, was funded by a grant from NEA. Professional musicians taught violin lessons to 90 third graders and offered music classes to over 1,500 students, in nine area elementary schools.

In 2001 the Mobile Symphony purchased a building at 257 Dauphin Street, and renovations were completed in September 2002. The building includes a rehearsal hall, teaching studios and administrative office space.

In recent years the Mobile Symphony has seen extraordinary growth. Our education programs continue to grow and thrive and the orchestra presents a full season of concerts featuring artists such as YoYo Ma, Itzhak Perlman, Joshua Bell and Olga Kern among others.

**Application deadline:** July 24, 2015\_\_\_\_\_

Apply to name: Marketing and Data Analytics Coordinator

Apply to email: [celia@mobilesymphony.org](mailto:celia@mobilesymphony.org)

Application procedure:

Please send, via email, a letter of interest and current resume and references to:

Celia Mann Baehr  
President and CEO  
Mobile Symphony, Inc  
[celia@mobilesymphony.org](mailto:celia@mobilesymphony.org)

No phone calls, please.