



Position Profile

Title: Marketing and Communications Director
Department: Marketing
Reports to: Executive Director
Category: Full-time Exempt, Permanent
Revised: December 8, 2017

About the South Carolina Philharmonic:

The South Carolina Philharmonic entertains, educates, enriches and excites diverse audiences through live symphonic music. An independent 501(c)(3) non-profit organization, the South Carolina Philharmonic performs and promotes high-quality, professional symphonic music in South Carolina's capital city, Columbia, serving the community's needs for cultural development and education, entertainment and tourism since 1964. The 2017-18 season marks the 10th season of the Philharmonic's fifth Music Director, Morihiko Nakahara, whose arrival in 2008-09 ushered in a new era of artistic excellence for the Midlands' preeminent performing arts group and one of the leading orchestras in the Southeast. The Philharmonic performs its signature, six-concert Masterworks Series at the Koger Center for the Arts on the campus of the University of South Carolina, along with a wide range of community programs, including concerts and lectures in the community, educational programs in schools and out, and a collaborative "Music for a Cause" program in association with other area charities. Founded in 1964, the S.C. Philharmonic Youth Orchestras (SCPYO) offer exceptional orchestral playing experience for young people throughout the Midlands. Each year more than 200 students participate in three orchestras comprising the region's top student musicians, age 8 through high school, selected on the basis of competitive audition. www.SCPilharmonic.com

Known for his charismatic presence on and off the podium, innovative and audience-friendly programming skills, and thoughtful interpretations of both standard and contemporary repertoire, **Morihiko Nakahara** celebrates a dual milestone during the 2017-18 season: his 10th season as music director of the South Carolina Philharmonic and 15th season as resident conductor of the Spokane Symphony Orchestra. Additionally, Nakahara serves as director of orchestral studies at the University of Massachusetts Amherst, where he conducts the university orchestras and guides the graduate program in orchestral conducting. As a guest conductor, Nakahara will conduct the Stockton Symphony and the Spartanburg Philharmonic this season. Additional recent guest conducting engagements include appearances with the

Buffalo Philharmonic, the symphonies of Oregon, Jacksonville, Charleston, Chattanooga, Lansing, Peoria, and Green Bay, as well as with Chicago Pro Musica and the Music School Festival Orchestra at the Chautauqua Institution, where he was recipient of the David Effron Conducting Fellowship in 1999. Equally at home in a wide variety of musical styles and concert formats, Nakahara has collaborated with a diverse range of artists, including Chris Botti, Béla Fleck & the Flecktones, Brandi Carlile, Pink Martini, Sergio Mendes, and Roby Lakatos, among many others. He is a tireless champion for the music of our time, and recently led world premieres of works by Joan Tower, Dan Visconti, and John Fitz Rogers, along with numerous U.S. premieres of works by Japanese composers. A passionate believer in audience development and music education for all, he is a popular clinician, guest conductor, and lecturer at various educational institutions. As a personable ambassador for classical music, he is regularly featured on local media outlets, and speaks about wide-ranging topics including arts advocacy, leadership skills, and economic development at local businesses and service organizations.

Principal Duties:

Develop and manage communications and marketing strategies to make symphonic music fresh and relevant to a broad, modern audience. Primary responsibilities include:

- Achieve budgeted goals for earned revenue and strategic goals for organizational communications
- Create, edit, and disseminate visually compelling and well-written sales and communications materials across channels for (but not limited to):
 - marketing/advertising
 - news releases/advisories
 - e-mail newsletters to patrons
 - event calendars
- Create and manage engaging content on social media outlets
- Handle media inquiries and solicit/arrange media appearances for S.C. Phil personnel
- Develop strategic partnerships with area media outlets
- Create and manage compelling content for CMS-based website:
 - add/update general content pages
 - add/update events, news, etc.
 - coordinate website design needs with vendor
- Manage brand direction and ensure visual and messaging consistency
- Create/implement advertising plan each season and manage advertising budget
- Provide copy, layout/design/production, and editing for:
 - advertising (direct mail, print, digital, outdoor)
 - marketing materials (magnets, decals, guest cards, posters)
 - educational and some fundraising materials
 - multi-page publications
 - season brochures
 - annual review

- concert-night program books for Masterworks Series and Youth Orchestras
 - concert signage
 - event invitations for development activities
- Manage CRM database for list segmentation
- Serve as a committee liaison as assigned and give regular written and verbal reports on various duties to executive director, board of directors, and board's executive council

Qualifications, Skills, and Attributes:

- 3-5 years' experience in marketing at another non-profit organization, preferably in the arts-and-culture sector, demonstrating proficiency and success in managing subscription and single-ticket campaigns and organizational communications
- Bachelor's degree in related field or equivalent
- Excellent verbal presentation and written communication skills
- Ability to manage multiple projects simultaneously, and to respond thoughtfully, calmly, and with excellent judgment to shifting priorities and urgent situations
- Comfortable in a fast-paced, results-oriented environment
- Knowledge of and passion for classical music highly desirable
- Commitment to providing world-class, patron-centric customer service in all patron interactions
- Proficiency in Microsoft Office suite, e-newsletter programs such as Vertical Response, and graphic design software such as InDesign and Illustrator
- Experience managing data and generating reports using PatronManager or other patron databases highly desirable
- Respect for and ability to maintain confidentiality of sensitive information
- Availability to work frequent evenings and weekends

Employee Benefits:

- Generous medical, dental, vision and life insurance contribution (currently 75%)
- Simple IRA retirement plan with company match (currently 3%)
- Paid vacation, personal days, and sick leave
- Optional supplemental insurance (cancer, short- and long-term disability coverage, etc.)

Application Process:

Please send cover letter, resume, and salary requirements before **January 12, 2018**, to Charlie Owens, Executive Search Consultant, Resonate Search Group:

cowens@resonaterearchgroup.com

The South Carolina Philharmonic is committed to nondiscrimination and equal opportunity in employment.