

September 2010

Position Title: Marketing Manager  
Classification: Non-Exempt  
Department: Marketing  
Reports to: Director of Marketing

1. Manage the Philharmonic's outbound E-marketing activities: scheduling, drafting E-Notes and E-blasts, maintain lists and prepare and distribute reports.
2. Draft and proof all marketing and e-commerce content on website, create and maintain all event-related data on database, implement special offers and serve on website planning and policy committee.
3. Manage all website redirects; propose and create redirect names as needed; insure all urls are working and content is accurate.
4. Manage database elements of targeted marketing programs: work with Director of Marketing and mailing list partners to select leads and insure delivery of leads to vendors; direct the production of direct marketing response reports and other similar analyses; manage all campaigns as it relates to database management; co-manage relationship with mail house(s); coordinate schedule and delivery of lists; manage details of subscription campaigns
5. In partnership with IT, produce reports and analyses of sales, lead lists for mailings, telemarketing, etc.
6. Manage dynamic pricing project: participate in meetings to make price adjustments and insure all changes are implemented.
7. Oversee Search campaigns, both SEO and SEM: manage Google, Yahoo, Bing ad words campaign and other web campaigns as needed.
8. Liaise with Lincoln Center (LC): manage content for Philharmonic events on lincolncenter.org via online content management system (CMS); prepare and submit content for all Infospace materials; review all LC print materials where NYP content appears.
9. Provide all quantitative reporting including sales reports, sub reports, etc.
10. Miscellaneous duties as required.

Requirements:

- Bachelor's degree in marketing or related field with minimum of 2 year's marketing/e-marketing experience.
- Demonstrated analytical skills and experience.
- Ability to understand department/project goals, prioritize tasks effectively and execute projects to the highest level possible.
- Ability to work efficiently in a fast-paced environment.
- Fast learner who is proactive, self-starter and resourceful.
- Solid thinker in logistics, processes and systems.
- Organized and efficient with **meticulous attention to detail**.
- Possesses strong oral and written communication skills.
- Proficiency with Excel and Word.
- Strong team player with collaborative spirit to act as backup to team.
- Basic knowledge and interest in classical music preferred.
- Ability to work outside of regular business hours as needed.