



**CANTON**  
S Y M P H O N Y  
O R C H E S T R A  
GERHARDT ZIMMERMANN  
MUSIC DIRECTOR

## **CANTON SYMPHONY ORCHESTRA (CSO) - MARKETING & DEVELOPMENT ASSISTANT**

**TITLE:** Marketing & Development Assistant

**REPORTS TO:** Director of Marketing & Development

**POSITION DESCRIPTION:** Part Time; Maximum 30 hours per week. Varied schedule based on programming. Required attendance at all MasterWorks and Pops concerts (about 11 weekends per year) and other weeknights for concerts and events (dependent on availability). This job description may be amended to remain consistent with the needs of the organization at the discretion of the Director of Marketing & Development or the President & CEO.

**SUMMARY DESCRIPTION:** The Marketing and Development Assistant helps execute the plans of the Marketing & Development department. This person assists with all public communications, marketing campaigns, fundraising, and donor/patron development. This person reports to the Director of Marketing & Development.

**MARKETING:** This person will assist all marketing efforts for the CSO. This includes campaigns pertaining to the MasterWorks, Pops, and Divergent Sounds Series in addition to maintaining and growing the population of season ticket holders.

- Create and execute social media content curation, e-blasts, radio copywriting, and press releases in relation to marketing campaigns for the MasterWorks Pops, and Divergent Sounds Series, as well as other symphony programs
- Communicate with partners to secure advertisement purchases for the upcoming season
- Assist in designing content for postcards, print ads, posters and other print marketing as well as misc. electronic media needs
- Help maintain the audience database through AudienceView
- Communicate with subscribers and single ticket holders and assist the Box Office Manager with ticket sales and outbound call campaigns

**DEVELOPMENT:** Assist the Director of Marketing & Development with planning, initiating, implementing, and supporting all contributed income from individuals, corporations, foundations, and public agencies, including unrestricted and restricted operating support, endowment, fundraising benefits, and capital improvements.

- Assist the execution of annual fund solicitation including messaging, mail process, appeals, tracking donations, and sending acknowledgments for annual fund campaigns
- Assist in the planning and serve as a staff member for all pre- and post-concert events (11 concerts outlined in summary), donor receptions/fundraising events (as needed) and track attendance and other logistical details
- Help maintain computer database of all donors and produce reports

### **POSITION REQUIREMENTS:**

- Bachelor's Degree (or equivalent experience) plus knowledge of fundraising and marketing, preferably in the arts
- Outstanding computer, written, and spoken communication skills
- Strong organizational skills, along with the ability to adapt when necessary to changing needs of the organization
- Experience with graphic design and branding, the ability to produce creative visual and written content
- Knowledge of classical music and musical terms a plus
- Public relations/event experience a plus
- Proficient in Microsoft Office Suite or like software
- Experience with editing software like Affinity, Canva, Audacity, etc.
- Experience with ticketing or CRM software like AudienceView a plus

**COMPENSATION:** \$15/hour

**TO APPLY:** Send resume and cover letter along with three references to [rhagemeier@cantonsymphony.org](mailto:rhagemeier@cantonsymphony.org) by May 13, 2024, or until the position is filled. Candidates may be asked to supply writing/design samples during the interview process.

*The Canton Symphony Orchestra is an equal opportunity employer. The CSO maintains a policy of providing equal employment to all qualified applicants, employees, musicians and volunteers without regard to race, religion, ancestry, color, national origin, disability, age, gender or sexual orientation, as defined and required by law. Job posted April 15, 2024.*