

Sarasota Concert Association

Marketing and Communications Manager

Background:

The Sarasota Concert Association (SCA), celebrating its 82nd season, presents world-renowned orchestras, chamber ensembles and recitalists in concerts throughout the Sarasota region, including 5 Great Performers Series concerts, 4 free Music Matinees, Special Event concerts, and fundraising events.

This full-time, salaried position reports to the Executive Director.

Marketing responsibilities:

- Assist in all aspects of marketing campaigns including working with the Executive Director to create print and electronic media.
- Create and manage all aspects of the organizational Marketing calendar
- Distribution of concert fliers, rack cards and postcards.
- Identify and execute group sales campaigns and audience development opportunities
- Plan all the details and represent the organization with a booth or table at festivals and farmers markets.

Advertising responsibilities:

- Create and maintain the season advertising calendar.
- Oversee advertising schedule, ad creation and placement in all publications.
- Coordinate with graphic designer that all ads are produced and approved by Executive Director in a timely manner, and then send to ad reps.
- Solicit and manage advertising for SCA's Great Performers Series program book.

Communications responsibilities:

- Create eblasts and manage SCA's social media
- Write and distribute press releases to the media and keep calendar listings up to date

Artistic:

- Work with Executive Director on concert operation details for all concerts and being present to assist at the concerts, backstage with the artists, or in the lobby assisting the Box Office.

Operations:

- Arrange valet parking for concerts, produce and deliver signage, coordinate deliveries of stage plants and program books at concert venues.
- Hang signage and bring box office supplies from the storage unit to concerts.
- Maintain the storage unit files and supplies and keep archival materials up to date.
- Manage catering for events and receptions as needed.

Qualifications:

At least 3 years' experience in a position with similar responsibilities.

Proficient in all applications of Microsoft 365.

Excellent writing skills and outstanding organizational skills, proofreading, and multi-tasking.

Send cover letter and resume to Info@SCAsarasota.org