



## **Marketing and Sales Manager of Education & Community Engagement**

**Status:** Part-time (20 hours/week)

**Reports to:** Vice President of Education & Community Engagement

**Collaborates closely with:** Marketing & External Affairs Staff

**Supervises:** N/A

### **Position Summary**

The Marketing and Sales Manager of Education & Community Engagement implements grassroots campaigns per the marketing and sales plans for two core NJSO programs: the REACH chamber music program and the Family concert series. The Marketing and Sales Manager is the primary “in-the-field” promotion and sales person for the REACH program and Family concert series with a focus on initiating and cultivating community partnerships with schools, libraries, corporations, small businesses, municipal government agencies and nonprofit organizations statewide.

### **Essential Functions**

1. Implement grassroots marketing campaigns to drive the sales of NJSO’s chamber music programs and Family series.
2. Solicit partnerships with key community partners in order to increase chamber music program and Family concert ticket sales. Seek opportunities to promote these offerings at a grass-roots level.
3. Travel locally to distribute marketing materials for the chamber music program and Family series.
4. Assist with writing and preparing copy for print materials as well as direct mail pieces and online campaigns.
5. Work with Art Director to develop flyers and other print materials in support of marketing strategies.
6. Contribute to the development of program marketing and sales strategies to meet fiscal year targets.
7. Serve as Education & Community Engagement department representative at select NJSO concerts and chamber music events.
8. Attend and actively participate in weekly team meetings.
9. Perform various administrative tasks, such as data entry, file maintenance, written and phone correspondence.
10. Perform related additional duties as assigned.

### **Required Education & Experience**

Bachelor's degree in marketing, music, communications or business, and a minimum of two years of related experience. Equivalent combination of education/training and experience also acceptable. *Must show results produced in marketing and sales.*

### **Qualifications**

1. Prior experience with both traditional and grassroots marketing methods
2. Drive to achieve and exceed goals
3. Knowledge of classical music and a sincere desire to make it accessible to new and diverse audiences
4. Excellent written and verbal communication skills, including ability to flex public presentation style to reach different constituents through different mediums
5. Excellent copywriting/proofreading skills
6. Excellent interpersonal skills, including ability to negotiate win-win partnerships
7. Strong attention to detail and ability to work on multiple projects simultaneously
8. Ability to think creatively about marketing and sales, turn problems into opportunities and interact positively with others in a team-oriented environment
9. Excellent organizational skills
10. Must have working knowledge of standard Microsoft Office applications; prefer experience with client relationship management databases as well

### **Success Factors**

Marketing and sales savvy is necessary. Ability to succeed in a fast-paced, goal-oriented environment where proficiency in meeting income goals is essential.

### **Working Conditions/Physical Demands**

The employee may be required to perform the essential functions of the job during evening or weekend hours. Valid driver's license and access to an automobile is necessary for extensive NJ travel.

### **To Apply**

Please **submit via e-mail or snail mail the following items by July 26, 2011**:

- Cover letter
- Résumé
- Three professional references
- Salary requirements

If submitting your application via email, the **SUBJECT line must contain** the words **“MANAGER OF SALES & MARKETING SEARCH”**.

Only qualified applicants will be contacted. **No phone calls please.**

Please direct all submissions to:

Marshell Jones Kumahor  
Vice President of Education & Community Engagement  
New Jersey Symphony Orchestra  
60 Park Place, 9th Floor  
Newark, NJ 07102  
Email: [mjkumahor@njsymphony.org](mailto:mjkumahor@njsymphony.org)

**The NJSO is an equal opportunity employer.**