



Marketing & Patron Engagement Manager

About the Organization:

National Philharmonic engages, inspires, and unites diverse communities across the Washington, DC area through outstanding music performances and innovative education programs.

Vision:

To share and amplify the power of music.

Values:

- Access and Inclusion
- Collaborative Creativity
- Innovation
- Educational Engagement
- Inspirational Connections

Who We Serve:

Based in Montgomery County, Maryland, National Philharmonic serves the metropolitan Washington, DC area, including Central and Eastern Maryland, the District of Columbia, and Northern Virginia.

Job Description:

National Philharmonic's Marketing & Patron Engagement Manager contributes to NatPhil's mission by providing an excellent patron experience and using compelling marketing to connect our audience to our art form.

Working closely with the Director of Marketing, this position serves as a touchpoint for patrons before, during and after their concert experience through direct communication and general marketing efforts.

Duties and Responsibilities:

Patron Engagement:

- Communicate with NatPhil patrons and subscribers via phone, email and social media to address concerns, answer questions and assist with purchases in a timely and courteous manner
- Work in conjunction with the Strathmore box office to resolve patron concerns and ensure a positive customer service experience
- Participate in the development and maintenance of NatPhil's Tessitura database and processes

Marketing:

- Assist in the creation of graphics for print, email, website, video and social media
- Create and schedule email communications including marketing emails, performance reminders, monthly newsletters and surveys
- Assist in the management of the NatPhil website, including creating new events, updating pages, troubleshooting and maintaining accurate information across the site
- Coordinate with the Strathmore box office in the creation of TNEW performance pages
- Contribute strategy and assets to create engaging social media content
- Be present for all in-person performances and help manage front-of-house marketing efforts



Administrative:

- Maintain an updated contact list for patron correspondence
- Assist the President & CEO with file and calendar management

Key Qualifications:

- Bachelor's degree or equivalent experience
- 2+ years marketing experience, preferably in the performing arts
- Excellent customer service skills
- Familiarity with social media best practices and current trends
- Basic knowledge of HTML and CSS, experience with WordPress preferred
- Graphic design skills and proficiency in the Adobe Suite preferred
- Tessitura or similar CRM experience preferred

Skills & Knowledge Qualifications:

- Strong attention to detail, organizational skills and the ability to successfully manage multiple projects
- Strong communication skills with a desire to collaborate and continue learning
- A creative, open mindset focused on innovation and problem-solving
- Ability to analyze and interpret data to guide marketing and engagement efforts
- An understanding and appreciation of music and the performing arts

Pay Range:

Starting between \$40,000-50,000 commensurate with experience.

Benefits:

We offer a comprehensive range of benefits to all full-time employees including: medical, dental, vision, paid time off, paid sick leave, and a 401k retirement plan.

Applications and Inquiries:

Please submit a cover letter, resume and 2-3 references to jobs@nationalphilharmonic.org. For questions or general inquiries about this opportunity please email jobs@nationalphilharmonic.org.

The specific qualifications in this description are not intended to be all-inclusive, but rather represent the typical elements and criteria necessary to perform the job successfully. This is a full-time position located in North Bethesda, MD. This is not a fully-remote position, though some remote work may be available.

National Philharmonic celebrates diversity and is committed to providing an equal opportunity to all qualified employees and applicants without regard to age, race, ancestry, national origin, religion, disability, sex, sexual orientation, gender identity or expression, or any other protected status in accordance with the applicable law. We recognize that an individual with a disability may require a job modification or accommodation to enable them to successfully perform a job function, and consideration will be given to such requests.