



Marketing and Communications 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

Job Description:

National Philharmonic's Marketing and Communications Manager contributes to NatPhil's mission by creating and distributing compelling marketing to connect our audience to our art form. Working closely with the Director of Marketing, this position engages with the NatPhil audience through the complete patron cycle through general marketing efforts, digital marketing campaigns, and patron engagement.

Duties and Responsibilities:

Marketing:

- Assist in the development and creation of marketing assets, including print and web ads, social media assets, video, direct mail pieces, and copy
- Create and schedule email communications including marketing emails, performance reminders, monthly newsletters, and surveys
- Manage NatPhil's social media platforms, including creating and scheduling posts, managing engagement, and coordinating campaigns
- Assist in the development and implementation of social media marketing strategies to enhance audience engagement and promote brand awareness using current marketing best practices
- Assist in the management of the NatPhil website and TNEW pages, including creating new events, updating webpages, troubleshooting, and maintaining accurate information across the site
- Collect, coordinate, and manage marketing collateral for performances and artists
- Be present for all in-person performances and help manage front-of-house marketing efforts

Patron Engagement:

- Assist in communication 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



Key Qualifications:

- Bachelor's degree or equivalent experience
- 2+ years marketing experience, preferably in the performing arts
- Tessitura or similar CRM experience
- Excellent customer service skills
- Basic knowledge of HTML and CSS, experience with WordPress preferred
- Basic knowledge of graphic design and videography 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 \$55,000-65,000 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:

To submit an application, please send a cover letter, resume and 2-3 references to katie@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.