

Mid-Texas Symphony Society, Inc.
Development and Marketing Manager Job Description
Posted: Tuesday, July 9, 2024

Title: Development and Marketing Manager (Entry-Level)

Location: Seguin, Texas and New Braunfels, Texas

Reports To: Executive Director

Summary:

The Development and Marketing Coordinator for the Mid-Texas Symphony is a key role responsible for assisting with fundraising efforts and marketing initiatives to support the organization's mission and goals. The primary objective is to assist the Executive Director in securing financial contributions from patrons and board members, with a yearly patron contributions goal of \$140,000 and an operating budget of \$534,000. This position requires an initiative-taking individual with a passion for the arts, event planning experience, and effective communication skills.

Responsibilities:

- Collaborate with the Executive Director to implement comprehensive fundraising strategies to achieve annual contribution goals from patrons and board members.
- Cultivate and maintain relationships with current and prospective donors through personalized outreach, meetings, and communication.
- Plan, coordinate, and assist with fundraising events, front of house activities at concerts, galas, and donor receptions, to engage and steward donors.
- Collaborate with the Executive Director to identify and pursue new funding opportunities and sponsorship prospects.
- Manage donor databases and ensure accurate record-keeping of contributions, pledges, and donor communications.
- Create compelling marketing materials, including print collateral, digital content, and social media campaigns, to promote concerts and fundraising initiatives.
- Assist the Executive Director in developing promotional strategies to increase ticket sales and audience engagement.
- Represent the organization at community events and networking functions to enhance visibility and support.
- Other duties as assigned within the scope of marketing and development needs.

Qualifications:

- Bachelor's degree in marketing, communications, arts administration, or related field preferred.
- One year of experience in development, fundraising, or marketing roles, preferably in the arts or nonprofit sector, preferred but not required.
- Strong people skills, both written and oral, with the ability to communicate effectively and build rapport with diverse stakeholders.

- Experience in event planning and project management, with the ability to manage multiple priorities and deadlines.
- Familiarity with donor management software, CRM systems, and proficient with Microsoft Office Suite.
- Creative thinker with a strategic mindset and innovative approach to fundraising and marketing initiatives.
- Flexibility to work evenings and weekends as required for concerts and special-events.
- Passion for classical music and a commitment to advancing the mission of the symphony.

This full-time position offers a salary commensurate with experience, along with paid time off, and professional development opportunities.

Join our dynamic team and play a vital role in supporting the arts in our community.

To apply please send a cover letter with desired salary, resume, and three references to Jason Irle, Executive Director at jason@mtsymphony.org. Please no calls. Candidates selected for an interview will be contacted directly. The position is open until filled.

About the Mid-Texas Symphony-

The Mid-Texas Symphony, founded in 1978 by Professor Anita Windecker, brings high-quality classical music and educational programming to the communities of Seguin and New Braunfels. Offering free children's concerts since 1988, the Symphony has impacted over 100,000 children, providing a rare cultural opportunity. Collaborating with community partners, the Symphony aims to ignite passion for symphonic music and secure its place as a premier arts organization. Drawing patrons from across the region and internationally, the Symphony is integral to the cultural fabric of Seguin, New Braunfels, and surrounding areas.

Mid-Texas Symphony's mission is to create memorable experiences to ignite and sustain lifelong appreciation of symphonic music. To embrace and celebrate the joint cultural heritage of our communities through innovative musical partnerships and programs. To engage, enrich, educate, and entertain all communities in Central Texas.