



Manager of Marketing & Audience Engagement

Reports To: General Manager

Supervises: Marketing Interns

The Manager of Marketing & Audience Engagement is a key member of the marketing team responsible for attracting, retaining, and engaging both new and existing audiences. This position is the first point of contact for Orpheus subscribers and ticket buyers, providing exceptional customer service and representing the organization externally to patrons, venues, presenters, and third-party partners. This position takes the lead on all sales initiatives to ensure the financial success of all self-produced Orpheus concerts including annual Carnegie Hall series and NYC chamber music series, with a focus on increasing revenue and patron loyalty through creative initiatives. This is a full-time position including some required evening and weekend concert attendance.

Qualifications:

- Creative, open-minded, and innovative project manager
- Excellent communication and customer service skills
- Data-driven with experience analyzing sales trends
- Collaborative team-player

Marketing & Revenue

- Develop season-specific sales strategies in line with organizational brand strategy to maximize sales and attendance at Carnegie Hall series, chamber music series, and other self- or co-produced events. Work closely with co-presenting organizations to coordinate marketing efforts.
- Use analytics to make strategic recommendations in areas of ticket pricing and advertising
- Track, analyze, and report earned income revenue, including subscription and single ticket sales projections and actuals
- Participate in annual budgeting process.

Subscription Campaign, Servicing, and Ticketing

- Manage all subscription campaign initiatives, including renewal, acquisition, and special promotions. This includes season-specific sales strategy (including trend/sales analysis), direct marketing & list management, letter campaigns, and collateral design strategy.
- Manage all print/broadcast advertising initiatives, including list maintenance and trades
- Manage all value-added initiatives for subscribers, including planning subscriber-focused events and subscriber-only promotions
- Subscription servicing, including monitoring sales initiatives and fulfillment of benefits



- Subscription ticket fulfillment, ticket exchanges, and donations
- Coordinate with Carnegie Hall box office
- Provide customer service at Carnegie Hall concerts
- Liaise with Spektrix for IT support regarding ticketing

Public Relations

- Ensure execution of all Public Relations efforts in conjunction with external PR agency, including scheduling and routing press releases, arranging interviews with media outlets, and strategizing pitches for concerts, events, engagement programs, and other organizational initiatives.

Audience Development & Engagement

- Identify and develop new patron memberships and relationship-building programs to attract new audiences and retain current or lapsed members
- Reimagine and manage Young Orpheus membership for young professionals including scheduling of events, Young Orpheus Council meetings and agenda, benefits, and communications. Formulate and execute a strategy for membership growth across all levels.
- Work closely with Development department to secure subscription add-on donations, and cultivate and upgrade subscribers and ticket buyers
- Manage Student and Senior Membership programs including pricing, member benefits, member ticket allocations, promotion, and growth in sales

External Partnerships

- Create, cultivate, and manage partnerships with external organizations (such as Idagio and Goldstar) to maximize promotional opportunities and to reach new audiences.
- Working across all departments, research, initiate and develop new initiatives to enhance the audience experience at performances and events

Orpheus is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.

Please submit a resume, cover letter, and salary expectations to info@orpheusnyc.org with Manager of Marketing and Audience Engagement in the subject line. No phone calls please.