



## JOB OPENING: MARKETING & COMMUNICATIONS COORDINATOR

**Reports to:** Executive Director  
**Classification:** Full-time, Exempt  
**Start date:** July 18, 2016  
**Salary:** Commensurate with experience, plus benefits package

### POSITION SUMMARY

Seraphic Fire, Miami's two-time GRAMMY®-nominated professional vocal ensemble and national leader in the commissioning of new choral works, is seeking a creative and analytical individual with a marketing background to drive sales strategy, public relations, and messaging for the purpose of engaging with a broader audience and increasing the subscriber base. Reporting to the Executive Director, this individual will refine and develop all aspects of Seraphic Fire's marketing, branding, sales, and communication efforts, and be responsible for achieving sales goals and raising visibility of the organization both locally and nationally. Marketing channels include website, social media, traditional press partners, email, direct mail, print and online advertising, and season brochures.

### SPECIFIC RESPONSIBILITIES

- Work collaboratively with staff to develop and implement innovative marketing, communications, and sales/ service strategies to achieve revenue goals
- Develop and manage marketing budgets
- Monitor and report sales metrics to track marketing communication outcomes and strategically enhance future marketing plans
- Lead Seraphic Fire's efforts to better understand and respond to all of its constituents, including patrons and donors, in collaboration with the Patron Services Manager
- Collaborate with the Executive Director to support building a culture of philanthropy, including individual donors, grants, and corporate sponsorship efforts
- Maintain Seraphic Fire's brand, including company-wide use of graphic standards and key organizational messages
- Build and maintain relationships with media outlets and community partners, and negotiate rates to leverage buying power
- Direct the creation and approval of all public communication, sales, advertising, and marketing messages – including print, electronic, and online media – in partnership with both in-house and contracted designers
- Stay abreast of arts industry trends, both locally and nationally, and use information and networking to discover and implement best practices and new ideas
- Participate in concert duties as assigned (some evenings and weekends are required)



## **QUALIFICATIONS**

- Experience in the marketing and communications field
- An understanding of and appreciation for the performing arts
- Experience in customer acquisition and retention
- Bachelor's degree in marketing, communications, or equivalent education
- Proficiency with Microsoft Office Suite, Adobe InDesign, Photoshop, PowerPoint, email marketing, and CRM systems preferred
- Organized and meticulous individual able to work well as part of a small team in a demanding environment
- The ideal candidate will present himself/ herself in a professional manner and be comfortable interacting with patrons, high-end donors, and corporate contacts
- This is an entry level position suitable for someone with the desire to learn on the job and grow through experience

## **APPLICATION INSTRUCTIONS**

To be considered for this position, please email the following to [jobs@seraphicfire.org](mailto:jobs@seraphicfire.org):

- A cover letter including your interest in the position, what you will bring to the organization, and why you are the ideal candidate.
- A resume outlining your educational and professional experience.
- Three professional references.
- Writing samples demonstrating:
  - Story-telling
  - Creative marketing
  - Program/ concert description

Deadline: Applications will be reviewed as they are received.