



## **JOB DESCRIPTION**

**JOB TITLE:** Marketing and Events Administrator

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### **JOB SUMMARY:**

Newport Classical (NC) seeks a personable, creative, and driven colleague to join us as our Marketing and Events Administrator to play a key role in advancing the reputation and brand visibility of the organization, increase awareness of concert programming, community, and engagement activities, provide customer service to patrons, and promote inclusivity and belonging. The Marketing and Events Administrator will work to achieve attendance and ticket sales goals, while also promoting the Festival’s image and visibility. As such, this position is responsible for concert promotion and ticket sales; radio, digital and print advertising; direct mail strategy; social media strategy; box office, customer service and front of house event management. The position reports directly to the Executive Director, works closely with the Head of Volunteers and Graphic Designer and is a valued member of the leadership team.

Newport Classical is a premier performing arts organization that welcomes people of every age, culture, and background to intimate, immersive musical experiences. We present world-renowned and up-and-coming artistic talents at stunning, storied venues across Newport—an internationally sought-after cultural and recreational destination. Our iconic summer Music Festival, year-round Chamber Series, and family-friendly, free Community Concerts represent a broad range of composers, formats, artists, and sounds from the classical genre—ensuring there’s something for everyone to enjoy.

### **DUTIES/RESPONSIBILITIES:**

#### **Marketing**

- Collaborate with the Executive Director to create and implement NC’s marketing strategy and leverage data-driven analytics to optimize and refine that strategy
- Create a year-round email-marketing strategy, create emails and targeted patron lists, with templates provided by Graphic Designer and support from Development and Production Administrator
- Achieve annual budget goals for earned revenue and marketing expenses
- Implement the strategy and placement of all advertising buys, including digital, radio and print advertising



- Work with the Executive Director to establish brand goals, create revenue forecasts, and spearhead campaigns to increase ticketing and other earned revenue
- Enter all events on community listings

### **Event Management**

- Serve as Front-Of-House manager at all concerts and events, nights and weekends required
- Manage onsite box office set-ups (tickets, door lists, event signage, merchandise, cash box)
- Collaborate with Head of Volunteers to ensure volunteers are prepared and informed and scheduled as needed
- Work with Executive Director and Head of Volunteers to ensure end-to-end customer service experience

### **Box Office & Customer Service**

- Spearhead series and Festival announcements and on-sales including creation of individual events in PatronManager (ticketing platform) and website launch (training to be provided)
- Responsible for ongoing seating management of all concerts plus formatting of all print-at-home tickets for each concert
- Process ticket requests and exchanges on an as-needed basis
- Create and schedule Know Before You Go Emails and other informational emails to ensure positive patron experience
- Answer box office calls and speak with patrons regarding customer service queries
- Assist with website updates (training to be provided)

### **Content Creation and Branding**

- Develop and manage meaningful email marketing and data management strategy and communicate needs with Graphic Designer
- Manage marketing calendar, including social media and email content calendar
- Manage all Festival social media platforms, develop content that supports ticket sales and organization branding with support from Graphic Designer
- Collaborate with the Graphic Designer on the project management of marketing materials, including the annual report, brochures and flyers and summer festival program

**REPORTS TO:** Executive Director



### **TRAITS AND CHARACTERISTICS:**

A motivated collaborator, the successful candidate will be resourceful, receptive to new ideas, embrace new opportunities, and comfortable with frequent change in a fast-paced environment. A high degree of organization and attention to detail are a must. Given the small size of the year-round staff, this individual will be a “self-starter” who can identify needed tasks and proactively pursue them.

### **QUALIFICATIONS**

- Bachelor’s degree in a related field
- Marketing, customer service and social media experience; database experience a plus
- Working knowledge of the performing arts and an interest or background in multiple arts genres
- Strong organizational and leadership skills; attention to detail
- Excellent written and verbal communication skills; strong interpersonal and collaborative abilities
- Creative, resourceful, entrepreneurial mindset with roll-up-your-sleeves mentality
- Collaborative leadership style and a commitment to building strong relationships with board members, donors, and community stakeholders
- Proficiency with Microsoft Office Suite, including Teams, OneDrive and Excel, WordPress, PatronAdministrator, Canva
- Experience with website management and email marketing platforms
- A love of classical music and other performing arts
- Valid state-issued Driver’s License
- Ability to lift and carry at least 40lbs
- Available to work weekends and evenings; willingness to commute Newport, RI in order to supervise and attend concerts

### **COMPENSATION**

This is a part-time, hourly position, with compensation ranging from \$20-24 per hour based on experience, with duties amounting to no more than 20 hours/week. Opportunities for additional hours during concert weeks and the Music Festival which runs during the month of July.



Newport Classical is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

*Newport Classical is a fully vaccinated workplace, currently operating in-office and virtually. Employment is contingent upon proof of full vaccination against COVID-19.*

**To Apply, please send your resume and cover letter to [gfox@newportclassical.org](mailto:gfox@newportclassical.org)**

Visit [www.newportclassical.org](http://www.newportclassical.org) to learn more.

The preceding job responsibilities and tasks were designed to indicate the general nature and level of work performed by associates in this job. It is not designed to contain or be interpreted as a comprehensive inventory of all job duties and responsibilities required of associates assigned to this job. Associates may be required to perform other duties as assigned. Additional job competencies, individual goals, and performance measurements are set at the department level.