Marketing Manager, Bach in Baltimore (BinB)

ORGANIZATION
We are a small non-profit performing arts organization, but the second largest classical music ensemble after the Baltimore Symphony. Maestro T. Herbert Dimmock is its founder and Music Director since 1988. Our choir and board members are all volunteers who share the same passion for Bach. Our group specializes in performing works by Bach, but we also extend our performances each season to include other classical masters, as well as premiers of new works by local Maryland composers.

THE TASK AT HAND: Bach in Baltimore depends solely on grants, donations and ticket sales to perform our 10 to 12 concerts each year (Annual Budget $250-$300K). The Marketing Manager is required above all to:

A) Raise the Awareness of our organization as one of the premier classical ensembles in Maryland, as well as our specific and unique programs (Student Musician Exchange / Emerging Artists / Outreach Series).
B) Fill the seats for each concert through ticket sales, partnerships, promotions and communications.
C) Support fundraising efforts, partnering with Executive Director, board members and Music Director.

DUTIES & RESPONSIBILITIES:
• Establish each year and present to the board a complete season marketing plan within the approved BIB Budget. Update marketing plan as season evolves and reactivity impacts.
• Create and implement all materials for the promotion of the full season and individual concerts, including but not exclusive of other tasks:
  o Direct marketing activity: Newsletters, Mailings, E-blasts
  o Advertising materials: Annual program booklet, social media, print and radio support (providing copy where necessary), other advertising opportunities as they arise
  o Online calendar submissions for all ticketed concert events in the season
  o Initiate sales promotions when necessary
  o Manage website & social media, ensuring copy is consistent with all marketing efforts
  o Manage all ticket sales (promotions, individual and group sales, etc.) online and at concerts
  o Develop PR activity to promote BIB and individual concerts (feature articles in media/personality invites, etc.)
• Increase the organization’s visibility on social media
• Use all publicity and PR tools to recruit new choir members throughout the year (especially over the summer)
• Partner with Executive Director in the creation and implementation of fundraising communications: E-blasts / mailers / scheduled special events
• Ensure annual objectives are met for the sale of ad space for BIB season program book, website, program notes etc, (objective set annually)
• Promote and sell tickets to special events (Bachfest, Oktoberfest, galas, etc)
• Track and analyze social media and web metrics to assess effectiveness of campaigns and make recommendations based on data
• Flexibility to work on other tasks as requested by the Board of Directors

SKILLS & ABILITIES:

• Highly organized, proactive and able to multitask
• Excellent communicator with ability to work with diverse groups of people
• Able to partner on projects with internal members and direct external vendors
• Professional presentation and communication skills (written and oral), for external & internal audiences, including copywriting
• Passion for classical music and the desire to share and initiate others to BIB
• Entrepreneurial personality, positive attitude toward one's work
• Self-motivated with a strong work ethic, and experience working remotely
• Bachelor's degree or higher
• Previous experience in the performing arts and/or non-profit world is preferred
• Proficient in MS Office Suite and Google Drive
• Experience with WordPress & basic graphic design

COMPENSATION: Part-time independent contractor; due to the varying nature of the schedule of BinB, the time required is variable. Estimate approximately 15 to 20 hours per week (subject to project load), at a rate of $25/hour.

Send cover letter and resume (with references) to: bachconcertseries@bachinbaltimore.org no later than July 28, 2023.