

MARKETING & COMMUNICATIONS SPECIALIST

The Santa Barbara Symphony is entering an exciting new chapter of growth and community impact, and we are seeking a highly organized, creative, and detail-oriented Marketing & Communications Specialist to join our Marketing Team.

This full-time position is ideal for a marketing professional who enjoys balancing creativity with project management while helping one of California's leading regional orchestras connect audiences with extraordinary musical experiences.

This position offers exceptional mentorship and training opportunities, a collaborative team environment, and meaningful, impactful work that affects thousands of patrons, donors, students, volunteers, and musical enthusiasts throughout Santa Barbara County and beyond.

POSITION SUMMARY

Reporting to the Marketing Manager, the Marketing & Communications Specialist serves as the department's primary production lead and project manager, executing a wide range of initiatives that support ticket sales, audience development, community engagement, and organizational communications.

- Coordinate the production and execution of marketing campaigns supporting subscription sales, single-ticket concerts, fundraising events, youth education programs, and community engagement initiatives.
- Manage department production calendars, project timelines, marketing workflows, and campaign schedules.
- Create and produce concert collateral, including digital and printed concert programs, newsletters, promotional flyers, presentation slide decks, signage, and other marketing materials.
- Update and maintain website content, event pages, ticketing information, and promotional landing pages.
- Build, test, proof, schedule, and deploy email marketing campaigns.
- Assist with copywriting, editing, proofreading, and content development for print and digital communications.
- Manage digital assets, including photography, video, creative files, and marketing resources.
- Collaborate with the Marketing Associate on the execution of social media content, graphic production, and campaign materials.
- Monitor marketing performance by tracking email campaigns, promotional codes, website activity, and campaign metrics.
- Assist with audience research, surveys, reporting, and marketing analytics.
- Coordinate submissions for community calendars, event listings, and promotional partnerships.
- Attends and represents The Symphony at concerts, fundraising events, and community activities as assigned.

Attributes a candidate may find helpful:

- Bachelor's degree in Marketing, Communications, Public Relations, Arts Administration, Business, Journalism, or a related field preferred (equivalent professional experience considered).
- One to three years of professional marketing, communications, project management, nonprofit, or arts administration experience preferred.
- Outstanding organizational and project management skills with the ability to successfully manage multiple projects and deadlines simultaneously.
- Excellent written, verbal, and interpersonal communication skills.
- Exceptional attention to detail and commitment to producing accurate, polished work.
- Experience creating and editing marketing content for digital and print platforms.
- Strong customer service skills and the ability to work collaboratively with staff, vendors, and community partners.
- Should be proficient at Google Office Suite, Microsoft Office (Word, Excel, and PowerPoint), Canva and/or Adobe InDesign, MailChimp or related email programs, WordPress, CRM databases, and social media platforms (Facebook, Instagram, and YouTube)
- Must be able to lift a minimum of 25 lbs.
- Must be available evenings/weekends as scheduled.

Compensation and Benefits

- This is a full-time, non-exempt position, with an hourly rate of \$30.
- We offer a comprehensive benefits package, including medical, dental, vision, life, long term disability, and accidental death & dismemberment (AD&D) insurance, a generous paid time off program, and employer matching retirement contributions to help support your health, well-being, and financial future.
- The position requires regular weekday office hours, with an opportunity for overtime pay during concert weeks and/or special events and other organizational activities throughout the performance season.

ABOUT THE SANTA BARBARA SYMPHONY

Entering its 74th season, the [Santa Barbara Symphony](#) enriches lives through exceptional orchestral performances, innovative music education, and meaningful community engagement. Under the artistic leadership of Maestro Nir Kabaretti, the Symphony presents inspiring concerts while serving thousands of students each year through award-winning education programs, youth ensembles, scholarships, free instrument loans, and community partnerships.

The Symphony is recognized throughout the region for artistic excellence, innovation, and its commitment to making music accessible to everyone.

An Equal Opportunity Employer

It is the policy of the Santa Barbara Symphony Association to provide all persons with equal employment opportunities without regard to race, color, religion, sex, sexual orientation, national origin, marital status, disability, age, or Veteran status. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

To Apply: Please submit your cover letter and resume to Renee Cooper, Marketing Manager at jobs@thesymphony.org

- No phone inquiries, please