



Title: Marketing and Communications Director
Department: Marketing
Reports to: Executive Director
Category: Full-time Exempt, Permanent
Revised: July 16, 2021

About the South Carolina Philharmonic:

The South Carolina Philharmonic is committed to performing live symphonic music and providing dynamic educational opportunities in the Midlands. We carry forward a legacy of passion for the music and embrace our responsibility to be a vibrant part of the cultural fabric of our diverse community.

An independent 501(c)(3) non-profit organization, the South Carolina Philharmonic performs and promotes high-quality, professional symphonic music in South Carolina's capital city, Columbia, serving the community's needs for cultural development and education, entertainment and tourism since 1964. The 2021-22 season marks the 14th season of the Philharmonic's fifth Music Director, Morihiko Nakahara, whose arrival in 2008-09 ushered in a new era of artistic excellence for the Midlands' preeminent performing arts group and one of the leading orchestras in the Southeast. The Philharmonic performs its signature six-concert Masterworks Series at the Koger Center for the Arts on the campus of the University of South Carolina, along with pops concerts and a wide range of community programs, including concerts and lectures in the community, educational programs in schools and out, "Healing Harmonies" concerts at hospitals and eldercare facilities, and a collaborative "Music for a Cause" program in association with other area charities. Founded in 1964, the S.C. Philharmonic Youth Orchestras (SCPYO) offer exceptional orchestral playing experience for young people throughout the Midlands. Each year more than 200 students participate in four orchestras comprising the region's top student musicians, age 8 through high school, selected on the basis of competitive audition.

The 2021-2022 season marks Morihiko Nakahara's 14th season as Music Director of the South Carolina Philharmonic, and the three-year renewal of his contract through 2024/2025. He is also Resident Conductor of the Spokane Symphony Orchestra. Additionally, Nakahara serves as Director of Orchestral Studies at the University of Massachusetts Amherst. Added to his wide-ranging activities with these orchestras, Nakahara also guest conducts with other orchestras throughout the country.

Known for his charismatic presence on and off the podium, innovative and audience-friendly programming skills, and thoughtful interpretations of both standard and contemporary repertoire, recent guest conducting engagements include appearances with the Buffalo Philharmonic, symphonies of Oregon, Jacksonville, Charleston, Chattanooga, Stockton, Lansing, Peoria, and Green Bay, as well as with the Chicago Pro Musica.

Equally at home in a wide variety of musical styles and concert formats, Nakahara has collaborated with Chris Botti, Béla Fleck & the Flecktones, Edgar Meyer, Brandi Carlile, Pink Martini, Sergio Mendes, and Roby Lakatos to name a few. A tireless champion for the music of our times, Nakahara recently led world premieres of works by Joan Tower, Dan Visconti, and John Fitz Rogers, and has led numerous U.S. premieres of works by Japanese composers. A passionate believer in audience development and music education for all, Nakahara is a popular clinician, guest conductor, and lecturer at various educational institutions. As a personable ambassador for classical music, he is regularly featured on local media outlets and speaks about wide-ranging topics including arts advocacy, leadership and management, and economic development at local businesses and service organizations.

A native of Kagoshima, Japan, Nakahara holds degrees from Andrews University and the University of Cincinnati College-Conservatory of Music. He previously served as Associate Conductor of the Jacksonville Symphony Orchestra, Music Director of the Holland Symphony Orchestra (Michigan), and served on the faculty at Eastern Washington University and Andrews University.

Nakahara, his wife Lesley Hogg, and their cats Rosina and Figaro reside in Northampton, MA.

Position Description

The South Carolina Philharmonic seeks an experienced arts marketing and communications professional to continue the momentum achieved with recent advances in its communication strategies, with a goal to make symphonic music fresh and relevant to a broad, contemporary audience. The person who holds this post will work collaboratively with the music director and staff to advance the artistic vision of the organization.

Principal Duties:

- Set and achieve goals for earned ticket revenue and strategic organizational communications
- Determine subscription and single ticket sales strategies and work closely with Audience Services Coordinator to execute
- Create, edit, and disseminate visually compelling and well-written sales and communications materials across channels for (but not limited to):
 - marketing/advertising
 - news releases/advisories
 - e-mail newsletters to patrons (Mailchimp)
 - event calendars
- Provide copy, layout/design/production, and editing for advertising (direct mail, print, digital, outdoor), marketing materials (magnets, decals, guest cards, posters), educational materials and event signage; create fundraising materials at direction of Development Director
- Create and manage engaging content on social media outlets
- Produce video content for web and social media, such as conversations with Music Director, interviews with composers and guest artists, etc.
- Handle media inquiries and solicit/arrange media and professional club (such as Rotary) appearances for S.C. Phil personnel
- Develop strategic partnerships with area media outlets
- manage compelling content for CMS-based website, including keeping general content pages current, adding/updating events, news, etc., coordinating website design needs with vendor
- Manage brand direction and ensure visual and messaging consistency
- Create/implement advertising plan each season and manage advertising budget
- Coordinate publication of concert and Youth Orchestra program books
- Manage CRM database for list segmentation
- Serve as a committee liaison as assigned and give regular written and verbal reports on various duties to executive director, board of directors, and board's executive council

Qualifications, Skills, and Attributes:

5+ years' experience in marketing at another non-profit organization, preferably in the arts-and-culture sector, demonstrating proficiency and success in managing subscription and single-ticket campaigns and organizational communications

Bachelor's degree in related field or equivalent

Excellent verbal presentation and written communication skills

Ability to manage multiple projects simultaneously, and to respond thoughtfully, calmly and with excellent judgment to shifting priorities and urgent situations

Comfortable in a fast-paced, team-driven, results-oriented environment

Commitment to providing world-class, patron-centric customer service in all patron interactions

Proficiency in Microsoft Office suite, e-newsletter programs such as Mailchimp, and graphic design software such as InDesign and Illustrator

Respect for and ability to maintain confidentiality of sensitive information

Availability to work evenings and weekends as driven by events

Also desirable:

Experience managing data and generating reports using PatronManager or other patron databases

Experience with live stream production including graphics, tech set-up and editing

Video and audio content creation

Live performance event management

Knowledge of and passion for classical music

Employee Benefits and Incentives:

Flexibility with a hybrid office plan that allows for working virtually several days a week

Office is located in Columbia's vibrant Main Street district, with free parking

Generous medical, dental, vision and life insurance contribution (currently 75%)

Simple IRA retirement plan with company match (currently 3%)

Paid vacation, personal days, and sick leave

Optional supplemental insurance (cancer, short- and long-term disability coverage, etc.)

Application Process

Please send cover letter, resume, and salary requirements by August 20, 2021 to info@SCPhilharmonic.com.

The South Carolina Philharmonic is deeply committed to building and maintaining a culture of equity, diversity, and inclusion (EDI) through partnerships with our musicians, staff, audience members and volunteer leadership, and provides equal opportunity in employment.