

Title: Marketing and Communications Director
Department: Marketing
Reports to: Executive Director
Category: Full-time (or part-time with modified position)

About the South Carolina Philharmonic

In 2024, the SCP received the prestigious Governor's Award for the Arts from the SC Arts Commission. In this same year, the orchestra entered its 60th season as the Midlands' professional symphony orchestra. Supported in part by the National Endowment for the Arts, South Carolina Arts Commission, City of Columbia and Richland County, the SCP exists to perform and promote high-quality professional symphonic music to serve the community's needs for entertainment, education, tourism and cultural development. The SCP's outreach includes a broad spectrum of citizens, more diverse ethnically and inclusive of youth and seniors.

Mission: 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 2025-26 season marks the 18th 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 Capital Concerts 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, "Andy & Friends" Chamber Series, a free sensory-friendly concert with full orchestra, educational programs in schools and out, "Healing Harmonies" concerts at hospitals and eldercare facilities, interactive concerts at Camille Griffin Graham Correctional Institution for women, and "Choose Harmony" – an anti-violence program for at-risk youth. Founded in 1964, the SC Phil 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 by competitive audition. The top orchestra made its Carnegie Hall debut in 2025. Most recently the Youth Orchestra program added a week-long summer pre-professional strings training program.

During the 2024-2025 season, the SC Phil enriched the lives of over 40,000 people with more than 70 live programs; educated over 7,700 students, many from Title One schools; and created an economic impact of \$680,000 for local restaurants and hotels.

About our Music Director

Morihiko Nakahara is 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 conducting engagements include appearances with the Florida Orchestra; Williamsburg Symphony Orchestra; Ningbo Symphony Orchestra (China); the China Youth Symphony; symphonies of Oregon, Jacksonville, Charleston, Chattanooga, Stockton, Lansing, Peoria, Virginia, and Green Bay, as well as with the Chicago Pro Musica. In addition he has held conducting and teaching residencies at the Central Conservatory of Music (China), and the University of South Carolina.

Equally at home in a wide variety of musical styles and concert formats, Nakahara has collaborated with Chris Botti, Béla Fleck & Abigail Washburn, 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 has 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 personable ambassador for the power of symphonic music in every community, he is a passionate believer in audience development and music education for all. Nakahara is a popular clinician, guest conductor, and lecturer at various educational institutions. 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 on the faculty at Eastern Washington University and Andrews University.

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 program books, annual reports, 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, promotional program videos/commercials, etc.
- Handle media inquiries and solicit/arrange media and professional club (such as Rotary) appearances for S.C. Phil personnel
- Maintain and grow 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
- Serve as a Marketing 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, preferably in the arts-and-culture or humanities sectors, 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

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

Video and audio content creation

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% - full-time only)

Simple IRA retirement plan with company match (currently 3% - full-time only)

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 May 29 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.