CHICAGO SYMPHONY ORCHESTRA ASSOCIATION
JOB DESCRIPTION

TITLE: Marketing Associate Reviewed: 03/2022
FLSA STATUS: Non-Exempt
DEPARTMENT: Sales & Marketing

GENERAL SUMMARY
The Marketing Associate is an early-career professional who supports the development of marketing materials, coordinates grassroots promotional efforts and assists with the work of CSOA affinity groups intended to grow and diversify Symphony Center audiences.

The ideal candidate has genuine experience with and interest in classical music and/or jazz. They should be inspired by the music, motivated by deadlines, eager to grow interest in the Chicago Symphony Orchestra and familiar with the Chicago market. They should thrive in a fast-paced environment where a high level of personal responsibility is valued.

PRINCIPAL DUTIES AND RESPONSIBILITIES
1. Coordinate grassroots promotional partnerships, streetmarketing efforts and college-facing promotions designed to expand audiences for CSO and Symphony Center Presents performances.
2. Promote diversity, inclusivity and empowerment with the Marketing department team members.
3. Support the work of selected CSOA affinity groups, including the CSO Latino Alliance and African American Network.
4. Lead Symphony Center poster and signage creation from concept through installation.
5. Develop and maintain a schedule of program book inserts, and ensure that needed inserts are produced, printed and stuffed as planned.
6. Plan and support Classic Encounter lectures, the Tuesday Q&A series, CSO MusicNOW post-concert events, CD signings and other events as needed.
7. Maintain data for affinity groups, audience development and distribution efforts in Tessitura.
8. Submit listings for online calendars and ensure that CSO/Symphony Center appearances are included on guest artists’ websites.
10. Represent marketing department at select cross-departmental meetings.
11. In rotation with other colleagues, serve as Communications department representative at Symphony Center concerts.
12. Additional projects as assigned.

CSOA is an equal opportunity employer where all qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry or national or ethnic origin. We value diversity and inclusion and seek to build and maintain a community and culture that celebrates and values diverse backgrounds, identities and perspectives. We consider equivalent
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combinations of experience and education for jobs, and all candidates who believe they possess equivalent experience and education are encouraged to apply.

REPORTING RELATIONSHIPS
1. Director, Program Marketing & Operations
2. Works closely with members of the Marketing, Creative Services and Sales & Patron Experience teams.
3. Other contacts include: CSOA departments, CSOA affinity groups and volunteers, advertising agencies, media sources, freelance designers, print, mail and distribution vendors, CSO musicians.

KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIRED
1. Bachelor’s degree or equivalent experience.
2. Experience in the performing arts or music.
3. Experience with marketing, media or advertising campaigns, production of marketing collateral, event planning and/or audience development desired.
4. Tessitura or similar CRM experience a plus.
5. Strong attention to detail, organizational skills and ability to work on multiple projects simultaneously.
6. Excellent written and verbal skills.
7. Understanding and appreciation of classical music and/or jazz.
8. Knowledge of or ability to quickly learn standard Microsoft Office applications (Outlook, Word, Excel, Teams, etc.)

WORKING CONDITIONS
Pleasant office environment.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.