

# FINGER LAKES {} PERA

## MARKETING & DEVELOPMENT MANAGER

**POSITION OVERVIEW:** This position will report directly to the FLO Executive Director. This role offers flexible working hours from November through May to accommodate the organization's shifting operational needs during these months (average of 24-28 hours/week). The summer season is recognized as FLO's busiest period and requires heightened engagement and a greater time commitment to support the organization's activities (average of 45-50 hours/week, mid-June-mid-August).

### MARKETING RESPONSIBILITIES:

- Manage details of all list trades to maximize audience development and sales potential.
- Manage media buys and work with Creative Director to ensure timely delivery of all ads.
- Work with mailhouse to provide necessary lists for direct mailings.
- Maintain update FLO's press list to ensure comprehensive and accurate media outreach.
- Create and distribute all eblasts through MailChimp.
- Create and distribute all press releases.
- Serve as representative for all press inquiries which includes securing and coordinating all details for media interviews.
- Oversee content compilation and manage ad campaign for Summer Festival program.
- Supervise ticket sales during Summer Festival.
- Work with Executive Director to build institutional awareness throughout community.

### FUNDRAISING RESPONSIBILITIES:

- Maintain and update donor profiles in the Audience View platform and be responsible for the donor listing online and in the Summer Festival program.
- Assist Executive Director with Annual Fund Campaign which requires gift acknowledgement, stewardship support, and management of solicitation process.
- Assist with the research of new funders to identify and cultivate new streams of revenue.
- Serve as staff liaison and support for *Friends of FLO*.
- Other responsibilities as assigned (help with grant proposals, serving as onsite staff representative at engagement and/or donor events, administrative and production support during Summer Festival).

## **FLO Marketing & Development Manager Job Description, continued**

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### **QUALIFICATIONS:**

- Bachelors degree preferred
- Minimum of three years work experience in marketing and fundraising performing arts
- Superior communication skills (verbal and written)
- Ability to multi-task, meet deadlines, and work with variety of personalities
- Team player who is self-motivated
- Proficient in Google Workspace, Word, Excel, PowerPoint, Canva, Adobe
- Experience with AudienceView (ticketing & donor platform) and MailChimp
- Knowledge of opera artform preferred

### **SALARY:**

- \$37,500 base or commensurate with experience
- Flexible work hours
- Three weeks paid vacation, after ten weeks of work, in addition to extra holiday time for Thanksgiving (one week) and Christmas (two weeks)

### **APPLICATION PROCESS:**

- Submit cover letter, resume, and contact information for at least three references to:

[elong@fingerlakesopera.org](mailto:elong@fingerlakesopera.org)

- No calls
- Start date flexible but hoping for late October/early November