

Marketing & Events Specialist

Corning-Elmira Musical Arts, Inc., dba Orchestra of the Southern Finger Lakes (OSFL), seeks a creative, experienced Marketing & Events Specialist to join the dedicated administrative team.

The Marketing & Events Specialist is a vital member of the OSFL team to develop and implement programs that help the orchestra achieve its attendance and ticket sales goals, while also promoting its image and visibility. This position calls for extensive marketing experience and familiarity with trends and strategies specific to the performing arts.

RESPONSIBILITIES

- Manage the design and production of print and digital collateral, including but not limited to brochures, program books, mailings, inserts, posters, signage, website, emails, social media, print mailings, fundraising materials, and branded merchandise.
- Collaborate with committees and teams to creatively “eventify” the programs and offerings.
- Design value-added concert/event ticket packages and coordinate events.
- Work with the Managing Director to develop an annual Marketing Plan in alignment with the OSFL strategic plan to reach organizational and revenue goals.
- Offer innovative strategies to expand and develop the OSFL audience base to include diversity, equity, inclusion, and accessibility as represented by the local community.
- Explore collaborative marketing and event arrangements with other arts and community organizations.
- Coordinate advertising sales and schedules.
- Meet deadlines in rapid succession.
- Manage and maintain brand consistency.
- Be responsible for basic copy writing.
- Work with box office staff to administer season and individual ticket campaigns.
- Harness the power of volunteers and ambassadors to boost ticket sales and name recognition.
- Communicate regularly with volunteers, interns, board members, musicians, conductors, and other staff members as needed to drive marketing efforts for the whole organization.
- Assist administrative team with proofreading, editing, and other duties as needed.
- Staff community/outreach events.

TECHNICAL REQUIREMENTS

- A collaborative spirit, high level of energy, and goal-oriented
- Initiative to manage multiple priorities and projects simultaneously in deadline-driven environment
- Exceptional communications skills
- Attention to detail
- Strong computer and organization skills, including Microsoft Office and Google Workspace
- Bachelor’s degree, plus 3 years marketing and communications experience required, preferably in music, arts/culture or the entertainment industry
- Experience managing graphic design projects and knowledge of printing process preferred
- Flexible schedule to work evenings, weekends, and offsite for concerts and events as needed
- Ability to quantitatively evaluate the success of diverse marketing strategies.
- Experience in orchestra or performing arts is preferred.

PHYSICAL REQUIREMENTS

- Ability to sit for extended periods of time.
- Ability to speak and write English proficiently.
- Ability to use computer hardware, including keyboard and mouse.
- Ability to lift and carry 6 pounds

This position is 20-25 hours per week with remuneration commensurate with qualifications. Flexible scheduling available within regular office hours 8:30-4:30 M-F in Corning, NY. Occasional evenings and weekends are required to fulfill duties. This part-time non-exempt position reports to the Managing Director.

TO APPLY:

Please email cover letter and resume with subject “Marketing & Events Specialist” to info@osfl.org
No phone calls please.

The OSFL is an equal opportunity employer. The OSFL does not discriminate on the basis of race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, or any other characteristics protected by law, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, subcontractors, vendors, and clients.

This position will remain open until filled and until a diverse and qualified pool of candidates is identified. Applicants from populations underrepresented in the arts are strongly encouraged to apply.

Corning-Elmira Musical Arts, Inc. (CEMA) is the official name of this multifaceted organization comprised of the only year-round professional orchestra in Corning-Elmira and the surrounding region—the Orchestra of the Southern Finger Lakes under the direction of Toshiyuki Shimada, Music Director & Conductor; a youth orchestra in two levels—the Youth Orchestra of the Southern Finger Lakes (YOSFL) and the Junior String Ensemble (JSE); a community chorus—the Chorus of the Southern Finger Lakes (CSFL); and the Musicians' Choice Chamber Music Series which is performed by the professional musicians of the OSFL.

The OSFL serves the Elmira and Corning area communities with the mission to consistently present the highest level of classical music to inspire appreciation and provide musical education through the performances of our ensembles.