

THE
SANTA FE
OPERA



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Job Description – Marketing and Advertising Associate

October 11, 2022

Reports to: Director of Marketing

Employment Classification: Exempt, full-time, benefitted

Exemplary Duties/Responsibilities:

- Compile targeted/segmented data extractions for direct mail and e-mail appeals as needed.
- Compile and share analytics reports, maintain ongoing summary of deployed emails, noting final analytics.
- Ability to craft marketing communications in the artistic voice of the company.
- Assist/prepare reports for Marketing Department as needed.
- Working with the Director of Marketing, strategize and place ads with advertising partners, monitor and update advertising tracking worksheet and budget.
- Sell and contract advertising in all opera publications. Work with business office for collecting all payments.
- Maintain ongoing and procure new business relationships, including preferred hotel partnerships, opening nights sponsor and other marketing sponsorship opportunities.
- Prepare and track purchase orders for all departmental purchases.
- Monitor departmental budget and review regularly with the Director of Marketing.
- Collaborate with marketing team to manage creation all collaterals and ad placements for the Community Engagement Department.

Education/Experience/Competencies

- Bachelor's degree (preference will be given to those with studies business administration and/or marketing, opera, performing arts, arts administration, or similar education).
- Ability to work under deadlines, and to complete projects in a timely manner.
- Ability to communicate clearly and work well with people in a variety of positions, including colleagues, management, Board members and volunteers.
- Ability to work independently, knowing when to ask for guidance but working with initiative.
- Attention to detail and accuracy, along with the ability to effectively handle multiple tasks in a busy office, and ability to accurately track contracts.
- Computer literacy with microsoft office and other windows based programs.
- Excellent ability to effectively develop and utilize complex data segmentation.
- Flexibility and the ability to work in a changing, artistic, high paced environment.
- Clear communication, both verbal and written, with diverse audience.

Physical Standards

This position involves light work with lifting or moving of up to 15 pounds occasionally. Ongoing phone, e-mail and personal contact are required.

The ability to drive to call upon outside vendors, advertisers and sponsors.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position.

Incumbents will follow any other instructions, and perform any other related duties, as may be required by their supervisor.