

TOM O'CONNOR

CONSULTING GROUP

Opportunity Overview: Marketing Campaign Manager

Organization Name Confidential

Tom O'Connor Consulting Group is leading the recruitment of a Marketing Campaign Manager for a New York City-based not-for-profit organization with a mission including classical music presentation. This is a new role as the organization restructures its marketing department and is ideally suited for an ambitious and strategic early-career marketing professional.

Job Description & Compensation

Specific duties and functions will be disclosed in the course of interviews, but generally, the role is focused on:

- Management and execution of marketing campaigns for the organization's classical music events and programs (total marketing team is under 5 people),
- Creating direct mail and email campaigns in support of programming and other initiatives
- Overseeing paid media campaigns from planning to placement, with direction and collaboration from the department Director
- Development and communication of social media strategy/content across the organization
- Liaising with external partners and vendors

The ideal candidate will meet the following qualifications:

- 4+ years of professional marketing experience at a performing arts organization or venue
- Excellent communication skills, both as a marketer and interpersonally within an organization
- First-hand knowledge with email service providers, CRM applications, social media platforms (not including personal use), and Google Analytics
- Knowledge of and interest in classical music

Compensation: \$50,000-55,000, commensurate with experience. Benefits package is very competitive and generous, including medical, dental, 403(b), employer-paid retirement plan, and vacation, personal, company holiday (10), and sick days.

Application & Interview Process

The confidential search for this role is being conducted by Tom O'Connor Consulting Group (TOCG), a New York-based consultancy and executive search firm specializing in the arts and culture industries. To apply, please send a brief cover letter and resumé as a single PDF file to jobs@tomocgroup.com. Nominations can also be submitted to the same address, and please include the nominee's current role and contact information. No phone calls, please.

Following first-round interviews, additional details about the organization will be disclosed, including the identity of the organization and a detailed job description.

TOCG is committed to providing clients with as diverse a candidate pool as possible, and candidates who are BIPOC and/or from other backgrounds under-represented in the arts and classical music field are strongly encouraged to apply.