

ARS  LYRICA
HOUSTON

POSITION ANNOUNCEMENT: Marketing and Events Manager

Grammy-nominated early music ensemble **Ars Lyrica Houston (ALH)** is seeking **Marketing and Events Manager** for its 2021-2021 season and beyond. A centralized office with free parking, computer with printer, and Internet access is provided at 4807 San Felipe, Suite 202, Houston, TX 77056; website: www.arslyricahouston.org.

Job Title: Marketing and Events Manager

Purpose: Marketing and Events Manager is responsible for managing all marketing and public relations activities with the goal of creating greater awareness of ALH, increasing ticket sales, and attracting and diversifying audience base. **Marketing and Events Manager** plays an integral role on the ALH team, works closely with and reports to the Executive Director.

Status: Full-time exempt employee

Compensation: Commensurate with experience

Benefits: Health Reimbursement benefits and paid vacation

RESPONSIBILITIES AND DUTIES INCLUDE BUT ARE NOT LIMITED TO:

MARKETING & AUDIENCE DEVELOPMENT

- Developing and implementing an annual marketing and communications plan that will include recommendations for effective PR and advertising, direct mail and e-mail campaigns, promotion of ALH concerts, recordings, sponsorships, development of ALH website, strategies for individual ticket sales and subscriptions, donor cultivation program, and identifying and attracting new audiences
- Strategizing with Executive and Artistic Directors on promotional materials, initiatives and partnerships
- Overseeing marketing budget set by the Executive Director
- Working with photographers, videographers, and graphic designers on creating promotional materials
- Supporting fundraising with proofreading, creation of printed materials such as sponsorship and donor packets
- Tracking individual ticket sales and subscriptions with the goal of increasing sales
- Managing marketing volunteers and interns

PUBLIC RELATIONS

- Securing coverage of ALH, its artists, recordings, programming, outreach and other initiatives in local, regional, national, and international print, online and broadcast media
- Managing all public relations activities including media pitches, reviews, previews, interviews, features, and calendar listings

- Nurturing current media relations and creating new relationships with the media
- Securing new media sponsorships
- Producing press releases, press kits; coordinating production of season programs and ads
- Designing and implementing a robust media plan for social media platforms (Instagram, Facebook, LinkedIn, YouTube)

EVENTS & STRATEGIC PARTNERSHIPS

- Supporting and assisting with all ALH's events, including concerts, galas, mixers, house concerts, and fundraisers
- Managing and expanding Young Professionals Group and Opera Circle Young Patron groups by building relationships, networking, and organizing events (mixers, backstage tours, collaborations with other groups)
- Identifying natural partners for ALH in the community and establishing mutually beneficial relationships
- Securing sponsorships involving financial and in-kind donations with local businesses for ALH's fundraisers and events

Job requirements

- Bachelor's Degree with a minimum of five years' experience in arts administration/ PR/marketing/customer service/special events or related fields
- Demonstrated success in planning, executing, and evaluating diverse marketing strategies
- Familiarity with Houston media market and key contacts
- Strong problem solving and organizational skills; willingness to take initiative and to contribute in a fast-paced, team-oriented environment.
- Excellent interpersonal, written, and verbal communication skills
- Ability to successfully prioritize and organize tasks and follow through to completion
- Strong attention to detail
- Ability to work under pressure with multiple deadlines
- Proficient with Microsoft Office, Word, Excel, PowerPoint
- Knowledge of Photoshop, Salesforce, and Squarespace
- Availability during ALH events on selected weekends and evenings
- Experience in working with non-profit arts organizations a plus
- Interest, knowledge, and enthusiasm for classical music a plus

Application process

Please e-mail your cover letter, résumé and references to Kinga Ferguson, Ars Lyrica Houston Executive Director at kferguson@arslyricahouston.org. Please address job responsibilities and qualifications in the application materials. Each prospective candidate of interest will be invited to interview with the Executive Director and the search committee. In the meantime, questions or comments should be directed to Kinga Ferguson.

About Ars Lyrica Houston

Ars Lyrica Houston performs a wide range of Baroque and early Classical era music on instruments that recreate the original sounds of this vibrant repertoire. Its programming, which features neglected gems alongside familiar masterworks, creates a contemporary context for the dramatic potential, emotional resonance, and expressive power of early music. Ars Lyrica is

committed to serving a diverse community, including underserved segments of the local population, through educational and community outreach activities.

Founded in 1998 by harpsichordist and conductor Matthew Dirst and incorporated in 2003 as a 501(c)(3) organization, Ars Lyrica relies on a core group of Houston's finest period-instrument musicians, which it augments regularly with internationally renowned guest artists. Ars Lyrica has created a distinctive identity among ensembles that specialize in Baroque music through its innovative programming: Artistic Director Dirst draws on a rich repertory of chamber and dramatic music, often highlighting exceptional works that merit revival. Its local subscription series at the Hobby Center for the Performing Arts is popular with audiences and critics alike, and its recordings have garnered international critical acclaim and recognition, including a Grammy nomination for Best Opera 2011. More information can be found at: www.arslyricahouston.org.