



Marketing & Communications Manager

The Opportunity

The Chamber Orchestra of the Triangle (COT), a nonprofit based in Durham, North Carolina, seeks a dynamic and detail-oriented individual for its Marketing and Communications Manager. With a growing patron base, the COT is at an important inflection point. This position is an exciting opportunity to be part of the marketing efforts that will continue to increase the COT's visibility in the greater "Triangle" (Durham-Raleigh-Chapel Hill-Research Triangle Park make up this geographic "triangle") region. This is a mid-level position that reports to the Executive Director and works closely with the Development Director.

The ideal candidate for this position will be passionate about the arts, a team player, and capable of creating engaging marketing content across various platforms. Based on the [California Symphony model](#) that has led to dramatic increases in sales and fundraising, the Marketing & Communications Manager will oversee event ticketing with a focus on patron retention among single ticket buyers and subscribers.

Responsibilities

Marketing and Communications:

Develop and implement communication strategies, manage media relations, and oversee consistent internal and external messaging, including public relations, media relations, and digital communications. Craft compelling content, manage media inquiries, and maintain brand consistency.

- Email marketing – Use email platform (Mailchimp) to effectively engage with different audience segments before and after COT events
- Social Media - Create weekly content across Instagram and Facebook using Meta Business Suite
- Digital Marketing - Implement digital marketing campaigns using the Google Ads Platform
- Design - Collaborate with graphic designer to create eye-catching content in digital and print formats
- Copywriting – Create captivating text for marketing materials and subscription solicitations, making what may be perceived as highbrow or academic into something exciting and approachable
- Website – Manage website content and page builds in collaboration with graphic designer. Utilize Google and Wix Analytics to make recommendations for improving site performance and sales conversions
- Event Calendars - Post and manage COT events on public event calendars

Season-Ticket Campaigns:

Develop and execute a ticket campaign that maximizes revenue while expanding audiences and deepening patron loyalty.

- Subscriptions – Implement and manage a campaign timeline. Review pricing and scale of house, manage various packages, and emphasize that the right segments receive strategically appropriate package offers and communications
- Single Tickets – Imaginatively market concerts, through a variety of digital and print platforms
- Ticket Pricing – Review house map annually, making adjustments that take into account pricing for subscriptions, single tickets, and family and group packages
- Box Office - Direct and oversee box office operations for chamber music series and select orchestral concerts

Communications:

Create individual relationships with COT patrons at every level of commitment, emphasizing personal interaction and involvement.

- Audience Development – Create and distribute relevant audience development materials, including first-time buyer follow-ups, multi-buyer thank-you mailings, and first-time subscriber welcome gifts
- Patron Revenue & Budgeting – Set ambitious but appropriate revenue goals with the Executive Director and Finance Committee for subscriptions and single tickets, as well as develop expense budgets for these areas
- Patron Data – Manage patron database (Neon). This position is the resident expert on how data is measured and used, pulling patron reports, building mailing lists, and creating response reports.
- Annual Fund for Donors > \$1,000 – Collaborate with the Director of Development to generate and implement two direct mail appeals per year, along with follow-up supporting materials and emails

General Administration and Leadership:

- Contribute actively to the budgeting process
- Supervise Graphic Designer (contractor)
- Collaborate with Director of Development and Director of Education and Operations to create positive patron experiences
- Maintain positive working relationships with COT venues. Venues include The Carolina Theatre of Durham, UNC's CURRENT Studio, and American Tobacco Campus.
- Attend concerts, events, and board meetings (when necessary), which often take place outside of normal business hours on evenings and weekends

Qualifications/Personal Characteristics:

- Bachelor's degree
- Marketing experience
- Broad knowledge of marketing trends with a data-driven approach
- Strong organizational and strategic planning skills
- Excellent data, tech, and financial management skills
- Creative, autonomous, and possessing strong attention to detail
- Excellent written and verbal communication and persuasion skills, with ability to present effectively to colleagues, patrons, donors, and businesses
- Broad-based knowledge of the full range of marketing techniques and tools, including branding, advertising, direct marketing, market research and interactive technologies
- Enjoys creating engaging social media content on Instagram and Facebook

- Proficient in Google Workspace
- Experience with a CRM preferred, but not required
- Interest in or experience with classical music is strongly encouraged

Status

Full-time, exempt

Compensation

\$45,000 - \$50,000/year salary + 2% of all ticket sales revenue

Health, dental and vision benefits

Paid holidays and paid time off

Schedule and Location

- Hours are 9am - 5pm, Monday - Thursday, plus Fridays on an as-needed basis. Attend concerts and other COT events as needed.
- The COT offices are in downtown Durham on the American Tobacco Campus.
- ADA-compliant office setting.
- Regular local travel is required. A clean driving record and the ability to drive a personal vehicle for work-related activities are required.
- This is an in-person position.

Note:

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities at any time.

Equal Opportunity Employer Statement

The Chamber Orchestra of the Triangle is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, race, national origin, religion, sex, sexual orientation, status as a protected veteran or any other identities protected by law.

Application Procedure

- Email resumé, cover letter, and three references to info@thecot.org by Thursday, July 3, 2025.
- Please write MARKETING POSITION SEARCH in your email subject line.

About The COT

The COT is a dynamic orchestral ensemble of 40+ musicians hailing from all parts of North Carolina. Today, it is considered one of the finest professional ensembles in the state and the Southeastern United States. The COT's foremost objective is to present performances of extraordinary quality, including works rarely performed. A core goal of the orchestra is to create performance and educational opportunities for some of the nation's most talented emerging musicians.

The Signature Series is the centerpiece of The COT's programmatic offerings, currently featuring seven distinct programs each season. Signature Series events take place at various

venues in Durham, with the majority being held at the Carolina Theatre. Other series include the UpClose Chamber Music Series, which features COT resident and guest artists in recitals at the CURRENT Studio in Chapel Hill, and the BEERthoven series, which sees those same artists giving informal performances at Atomic Clock Brewing in Durham.

Other noteworthy initiatives include the String Quartet-in-Residence (SQR) and the Durham Fellowship programs, both of which help carry out the COT's educational programming. The COT's current SQRs are the Verona Quartet and Balourdet Quartet.