



**ASPEN MUSIC  
FESTIVAL  
AND SCHOOL**

## **Job Title: Marketing Manager**

The Aspen Music Festival and School seeks a full-time, year-round Marketing Manager to work as part of the five-member Marketing and Communications team in Aspen, Colorado. Reports to VP for Marketing and Communications.

### **Duties include:**

#### Marketing/Sales

- With VP for Marketing and Communications, set overall marketing goals and ticket revenue targets for each concert.
- Set strategies and tactics for reaching goals in each area. Create segmented renewal campaigns for various audience segments, and campaign for new audience development.
- Set detailed schedules for promotional vehicles in line with the strategy. Work with creative team to produce and track through production, submission, and impact.
- Work with community members and entities for excellent presence in Aspen and statewide.
- Track ticket sales, and create robust reports on daily, weekly, and annual basis. Recommend in-the-moment adjustments to marketing tactics based on sales progress.
- Act as primary contact for visiting Road Scholars groups.
- Work closely with box office staff on implementing promotions, creating an upselling program, and collecting, analyzing, and using data.
- Conduct audience surveys and other research, as needed, to inform strategy and tactics.

#### Website

- Plan web content in line with marketing and other institutional goals and strategy
- Work with all departments and outside technical vendors to keep website updated
- Work includes making daily updates on website on content management system

#### Gift Shop

- Plan and purchase merchandise based on previous year's performance.
- Hire and manage summer gift shop manager and volunteer sales force
- Track and report merchandise sales and inventory

### **Knowledge, skills, and experience desired**

- Minimum of five years' related experience, preferably with a performing arts organization.
- Strong attention to detail and ability to meet deadlines.
- Collaborative team player willing to go the extra mile
- Must be able to drive a car and have access to a vehicle.

**Send resume and cover letter to: Laura Smith, VP for Marketing and Communications, at [lsmith@aspenmusic.org](mailto:lsmith@aspenmusic.org).**