TITLE: Director of Marketing & Communications

ORGANIZATION: Freight & Salvage

LOCATION: Berkeley, CA

REPORTS TO: Artistic Director

MISSION

The Freight & Salvage Coffeehouse is a nonprofit community arts organization dedicated to promoting public awareness and understanding of roots and traditional music—music that is rooted in and expressive of the great variety of regional, ethnic, and social cultures of peoples throughout the world.

VISION

The Freight recognizes that music flows from a rich diversity of traditions and communities. The Music at the Freight speaks of love and inspiration, diverse cultures and legacies, challenges to the status quo, dreams for the future, and the joy of sound and story. The Freight’s values focus on: Roots Music as an expression of human creativity across cultures and throughout time; Equity and Respect as fundamental human rights; The Connections between People that are strengthened by a shared love of music; Learning that inspires renewal and transformation; and Social Responsibility and Engagement that enrich our communities.

ABOUT

Since its founding in 1968, the Freight & Salvage has been deeply rooted in that aspect of Berkeley’s culture that embraced freedom, justice, acceptance, collaboration, and innovation. It all began when Nancy Owens took over the lease and the name of a failing used furniture store at 1827 San Pablo Avenue. Keeping her predecessor’s business sign, telephone number, and yellow page listing, she re-opened the door as an 87-seat coffee house in June of 1968. Thanks to a solid base of community support, astute business practices, and a little bit of luck, the Freight moved to its next facility on Addison Street in 1984.
In 2008, the Freight moved to its current location at 2020 Addison Street with 490 seats in the heart of the Berkeley Arts District. Today, the Freight is known for its diverse programming and rare collaborations showcasing the evolution of traditional roots music and cultures as well as its rich mix of communities, artists and music lovers who enjoy over 300 concerts a year and hundreds of classes annually. Visit www.thefreight.org for more information.

**JOB SUMMARY**

The Freight & Salvage seeks a highly motivated, analytical and creative leader with a demonstrated successful track record to serve as Director of Marketing and Communications. The ideal candidate will have expertise in reaching diverse populations and communities with print and digital marketing strategies utilizing data driven, traditional and innovative approaches in a fast paced, high volume ticketing environment.

This position reports to the Artistic Director and supervises a part-time Digital Marketing Coordinator, and Marketing Associate. The Director of Marketing and Communications is a member of the Senior Management Team and works closely with program, development, finance, box office supervisor, education, house management team, and a Board of Directors External Affairs Committee. Commitment to uphold the Freight’s values is a must. (see Vision section)

**RESPONSIBILITIES**

The Director of Marketing and Communications develops and implements marketing plans to maximize attendance and earned income and helps to increase institutional visibility. Scope of responsibility for the position includes stewardship of the Freight & Salvage brand, direct mail, print, digital and broadcast advertising, public relations, social media campaigns, market research, audience development, project management, and marketing technology planning. The successful candidate will work with other senior staff and board members toward advancing diversity, equity, and inclusion on our stage, on our staff, in our classrooms, and in our audience

**Event Marketing**

- Develop and implement marketing strategies to grow audiences reflective of the diversity of the Bay Area
- Lead, develop and oversee execution of print and digital marketing strategies to maximize attendance and earned income for over 340 shows a season, including live stream shows.
- Provide marketing assistance and support for our educational offerings, including class instruction, workshops, and jams as well as 3rd party rental events.
- In coordination with the Box Office department, implement policies to maximize earned income and patron loyalty through providing outstanding customer service.
• Establish yearly targets for public on-sale dates including advance ticket sale priority window for donors or members.
• Attend Freight concerts and events.

Institutional Marketing

• Oversee institutional marketing assets, including brand and values, website and other external facing communications.
• Oversee website development and content, including integration with Tessitura.
• Prepare press releases and maintain relationships with the media, including pursuing sponsorships.
• Develop and implement social media campaigns.
• Manage Freight branded merchandise sales.
• Oversee all market research and report on findings to senior leadership team.

Marketing Management

• Develop and oversee the annual marketing budget. In conjunction with Artistic Director, develop financial projections, including establishing income goals for all concerts, financial forecast updates, and management of expenses.
• Serve as part of senior management team to communicate, strategize and brainstorm on issues related to external affairs.
• Actively participate in the work of the External Affairs Committee of the Board of Directors.
• Supervise marketing staff. Provide management support for Box Office Supervisor.
• Develop and oversee marketing internship program.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

• Leadership experience with demonstrated effectiveness in performing arts marketing & communications
• At least 5 years experience developing and implementing successful strategies for growing diverse audiences.
• Direct experience in marketing, advertising, public relations, social media, direct mail, events marketing experience through both print and digital channels
• Working knowledge of Tessitura and other Customer Relationship Management Systems, including email marketing, audience segmentation, list generation, and management reporting & analytics
• Working knowledge of Google analytics or other website tools to measure website traffic and analyze customer purchase paths
• Direct experience in a live event, ticketing-based environment
• Excellent written, verbal and presentational communication skills
• Strong organizational skills and ability to manage multiple projects in a fast paced, deadline-oriented environment.
• History of successful leadership in project management
• Proven ability to lead and motivate a staff of professionals and interns
• Ability to work as part of a team, resolving problems, balancing the needs of diverse groups, and carrying projects through at a high level of excellence
• High level of comfort with technology and relevant software
• Enthusiasm for and understanding of roots and traditional music strongly preferred

COMPENSATION & BENEFITS

This is an exempt, salaried position. Compensation is commensurate with experience. The Freight offers a generous benefits package, including medical and dental insurance, a generous vacation and sick leave policy, 403(b) Plan, commuter transit benefits, and mobile phone reimbursement.

TO APPLY

Interested candidates should apply via email by sending a resume and a letter outlining qualifications as PDF or Word documents to Peter Williams, Artistic Director at Peter@FreightandSalvage.org with “F&S Director, Marketing & Communications” in the subject line.

EOE STATEMENT

It is the policy of Freight & Salvage to provide equal employment opportunity for all applicants and employees. Freight & Salvage does not unlawfully discriminate on the basis of race, color, religion, sex (including pregnancy, childbirth, breastfeeding or related medical conditions), national origin, ancestry, age, physical or mental disability, legally protected medical condition, veteran status, marital status, sexual orientation, gender identity, gender expression or any other basis protected by applicable state or federal laws. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfers, and disciplinary actions.