

CARMEL BACH FESTIVAL

Title: Director of Marketing and Communications

Classification: Full-time, exempt, year-round

Reports to: Executive Director

Supervises: Patron Services Manager and other seasonal positions

About the Carmel Bach Festival:

The Carmel Bach Festival (CBF) began in 1935 as a four-day series of concerts at the Sunset School Auditorium and the Carmel Mission Basilica. Over the years, it has grown to a two-week celebration of concerts, recitals, master classes, lectures, and open rehearsals in July. The Festival's mission is to celebrate the works, inspiration and ongoing influence of Johann Sebastian Bach worldwide by immersing audiences in a festival experience integrating music, education and ideas. Under the leadership of Artistic Director and Principal Conductor Grete Pedersen the organization offers innovative artistic programming.

The 88th season takes place July 12–26, 2025.

Position Summary:

The Carmel Bach Festival (CBF) seeks a dynamic and results-oriented **Director of Marketing and Communications**. This pivotal role will be responsible for developing and executing effective marketing strategies to drive ticket sales, enhance brand awareness locally and internationally, all while fostering patron engagement. A passion for music is a plus!

Essential Duties and Responsibilities:

- **Campaign Development:** Create and execute a comprehensive spring sales campaign for approximately 65 ticketed events, including marketing strategy, pricing, packages, timelines, and advertising.
- **Print Materials Management:** Oversee the design and content of print materials, such as the ticket brochure and program book.
- **Digital Marketing:** Manage the CBF website and social media platforms to engage audiences and drive ticket sales.

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- **Public Relations:** Write press releases, interface with media outlets, and cultivate relationships with journalists and critics.
- **Financial Planning:** Collaborate with the Executive Director to create budgets with revenue goals and analyze ticket data to identify revenue opportunities.
- **Customer Experience:** Work closely with the Patron Services Manager to ensure a first-class customer experience.
- **Community Engagement:** Build relationships within the community, including other performing arts organizations, non-profits, and individuals.

Qualification Requirements:

- Bachelor's degree in Marketing or related field preferred.
- Minimum of five years of experience in marketing and communications, with a strong preference for experience in the performing arts industry.
- Proven track record of meeting annual revenue goals in a non-profit setting.
- Experience recruiting supervising full-time, part-time, and seasonal employees.
- Strong community engagement skills.
- Proficiency in social media marketing and its use to drive sales.
- Excellent customer service skills.
- Strong analytical skills and ability to interpret data.
- Attention to detail and excellent writing skills.

Annual salary range: \$80,000 – \$90,000, plus benefits

This position may be hybrid: remote/in-office.

WORKING CONDITIONS: working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions. Variations in conditions may occur under certain circumstances.

ENVIRONMENT:

- Approximately 80% of the time performing job duties is spent indoors, within a standard office environment.
- Approximately 90% of the time indoors is spent sitting at a desk using a computer.

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- Approximately 10% of the time is spent outdoors.
- Approximately 5% of the time is spent driving a car.
- Noise level in the work environment is usually moderate.
- The temperature of the work environment is moderate and ranges from 65 – 95 degrees.
- Some duties during the festival season may require climbing narrow stairs and entering backstage areas of venues where extra caution is required.

PHYSICAL DEMANDS:

- **Occasionally (6-33%):** bend, twist, push, pull, squat, kneel, and drive
- Walk to nearby venues (within 1-mile radius), and drive personal and company vehicles
- Lift up to 30lbs
- **Frequently (34-66%):** sit, reach with hands and arms; balance; stand and walk; grasp with hands and fingers; carry heavy objects and lift up to 20 lbs
- **Continuously (67-100%):** use hands to finger, handle or feel objects, tools, or controls; see (including close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus), hear and speak; key (i.e., computer, calculator, telephone); and lift (up to 10 lbs).

MACHINES, TOOL AND EQUIPMENT:

- **Seldom (1-15%):** automobile, Pitney Bowes machine
- **Frequently (16-66%):** phone, copy machine
- **Continuously (67-100%):** writing instruments, computer

TRAVEL (5-10%):

- This job requires minimal routine travel and is usually within the proximity of Monterey County.

To apply please email your resume, cover letter, and any work samples you would like to include to: HR@bachfestival.org with “Director of Marketing and Communications” in the subject line.