



JOB DESCRIPTION | Director of Marketing

Kalamazoo Symphony Orchestra

Job Title: Director of Marketing
Organization: Kalamazoo Symphony Orchestra
Reports to: Executive Director
Class: Full-Time Exempt

Position Description:

The Director of Marketing is a collaborative position that leads the Kalamazoo Symphony Orchestra in successfully executing a world-class marketing and brand strategy to promote KSO concerts, programs, and initiatives regionally and nationally. Reporting to the Executive Director, the Director of Marketing is responsible for planning, implementing, and evaluating a multi-channel promotional strategy to drive contributed and earned revenue growth, while building and managing the organization's visibility in the community. This position manages the organization's communications efforts and sales strategy, and oversees marketing activities.

This position generates strategies that will connect patrons and audiences to memorable and impactful musical experiences throughout the community and is responsible for the overall expression of the KSO's identity in the content it creates and through its external marketing and communications strategy.

As a key member of the leadership team, the Director of Marketing will ensure that the marketing and brand strategies align to help promote KSO's artistic vision, and shares in the KSO's commitment to diversity, equity, inclusion, and access (DEIA). The position supervises three direct reports and various sub-contractors, with potential for seasonal interns.

Responsibilities:

- Develop and execute comprehensive plans to reach the KSO's earned revenue goals. Set revenue and expense targets for marketing activities; set and manage department budget. Lead audience growth and acquisition strategy
- Create and execute campaign strategies for KSO brand, public relations, marketing, and advertising to increase awareness, acquisition, and revenue
- Lead the development, strategy, and content production of all marketing collateral, ads, web content, social media, earned media, etc.
- Content creation is a primary responsibility. Develop and manage social media campaigns with support from the department. Coordinate email schedule, content, and distribution
- As the lead content messaging communicator for the KSO, this position is responsible for crafting organizational language, messaging and press communications, and working across departments to meet communications needs
- Develop programs to drive sustainable growth in subscription and single-ticket sales
- Analyze and evaluate effectiveness of all marketing programs and campaigns
- Maintain master communications departmental calendar and timelines
- Negotiate media sponsorships. Represent the KSO with media, at speaking engagements, and in community involvement opportunities
- Work closely with Development Director to maximize growth, stewardship, engagement, and retention of donors through marketing strategies, as well as the Artistic department to develop accessible programming language
- Supervise Director of Creative Design; Marketing, Sales, & Patron Services Coordinator; Tessitura Power User, and seasonal interns
- Develop, manage, coordinate, and implement marketing plans and tactics for each season and concert, including awareness and branding campaigns, season advertising, mailings and promotional activities, social media and digital platforms, outdoor media, photography/videography, video streaming
- Explore marketing partnerships and cross-promotional opportunities

- Oversee annual program book process, including objectives, editorial calendar, design, content, advertising sales plan, printing, and use
- Monitor Google Analytics, social insights, and website traffic and conversions
- In conjunction with the Director of Creative Design and Marketing, Sales, & and Patron Services Coordinator, assist in developing subscription and acquisition campaigns
- Manage all internal marketing projects (Education, Operations, Grants, Development, Finance, Administration)
- Act as primary media spokesperson for the KSO. Cultivate and maintain relationships with local and regional media. Set PR objectives, track and report outcomes
- Maximize KSO brand presence on multiple channels (e.g., web, radio, print, and social media)
- Create a crisis communication process to manage sensitive issues
- Work with artist management agencies and licensing companies to ensure compliance in public relations and printed materials
- Oversee marketing set-up in front-of-house at concert and community venues. Coordinate front-of-house services
- Attend receptions and AfterWORDS discussions following concerts, as needed
- Ensure consistent KSO visual and promotional presence at non-concert KSO events and activities
- Oversee KSO ticketing activities. Guide Marketing, Sales, & and Patron Services Coordinator and Power User in gathering and compiling ticket sales data to analyze trends, audience profiles, variations across demographics, etc.
- Other duties as assigned

Qualifications

- Bachelor's Degree or equivalent
- Five or more years of experience in public relations, brand marketing, or related fields
- Knowledge of arts marketing and/or classical music is preferred
- Demonstrated success in sales and marketing activities
- Strong content creator. Excellent communication skills, both verbal and written
- Strong project management and organizational skills
- Experience creating and executing a marketing budget, including negotiation, ROI analysis, and RFP experience
- Excellent interpersonal and organizational skills
- Must be an excellent problem solver, highly self-motivated, and able to work quickly in a fast-paced environment
- Experienced copy writer and skilled in working with creative talent, including designers and artists
- Experience in nonprofit leadership a plus
- Familiarity and confidence in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite, and familiarity with html and Tessitura, or other Customer Relations Management system
- Must have a positive attitude, strong problem-solving skills, be able to work as part of a high-functioning team, possess a passion for the performing arts, as well as a strong desire to bring them to audiences

About the KSO

Our Mission: To serve our community through outstanding musical listening and learning experiences

Our Vision: Symphonic music is a part of everyday life throughout our community

Founded in 1921, the Kalamazoo Symphony Orchestra (kalamazoosymphony.com) is Southwest Michigan's premiere musical organization and the state's third largest orchestra. Serving Michigan's sixth largest metropolitan area, the KSO provides more than 40 concert performances each year and reaches more than 31,000 adults and youth annually through exceptional symphonic music, world-class guest artists, and engaging educational programs.

The Kalamazoo Symphony offers a competitive salary. This position is eligible for benefits including medical, dental, vision, life insurance, long-term disability, and a 403(b)-retirement plan. Some evenings and weekend hours will be required for this position. The KSO is a flexible employer and strives to create a positive, employee-centered work environment. Office hours will be primarily in person. The salary range for this position is \$55,000-\$67,000, commensurate with experience.

To Apply:

To apply for this position, please submit a cover letter of introduction outlining your specific experience and qualifications, and resume in PDF format to at HR@kalamazoosymphony.com. No phone calls, please. For best consideration, please submit your materials by November 22.

At the Kalamazoo Symphony Orchestra, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, age, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, disability status, marital status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. Candidates from all backgrounds and walks of life are encouraged to apply.