



KALAMAZOO
SYMPHONY
ORCHESTRA

MARKETING, SALES, & PATRON SERVICES COORDINATOR

Full-Time

JOB OPENING | May 2021

The Kalamazoo Symphony Orchestra has exciting events and a new season coming, and we are looking for a Marketing, Sales, & Patron Services Coordinator to join us and play an important part in spreading the news and creating safe, fun experiences for audiences. You will report to the Director of Marketing and join our communications team. This is a full-time position.

Making symphonic music a part of everyday life for 100 years, the KSO shares lifelong musical experiences and learning throughout our community. We are on the stage—and online—actively collaborating with other Kalamazoo area organizations to inspire, care for, educate, and connect people through the arts. We are the state's third largest orchestra serving Michigan's sixth largest metropolitan area with a professional roster of more than 80 musicians and a dedicated staff through exceptional symphonic music, world-class guest artists, and a vibrant educational program.

Our mission is to serve our community through outstanding musical listening and learning experiences. You will help carry out this mission in an environment where you are valued for the work you do and have an opportunity to make a difference in the community.

What You will Receive

- Work with a collaborative, energetic team
- A comprehensive salary and benefits package
- Complementary KSO concert tickets
- An opportunity to learn and grow your career in a dynamic nonprofit performing arts organization
- The chance to meeting with emerging and top musical talent from Michigan and around the world!

Skills and Responsibilities for this Role

The Marketing, Sales, & Patron Services Coordinator is responsible for supporting the organization in meeting and maximizing its earned income goals through managing all KSO ticket office functions and executing marketing and public relations strategies, including social media. This position manages the Tessitura customer relationship management database system and provides exceptional customer service for KSO patrons. This individual will be a self-starter and will be able to succeed in a dynamic, fast-paced, regional performing arts institution.

Skills

- Passion for customer service and excellent interpersonal skills.
- Ability to craft messages for unique social media users, with knowledge of metrics and administration of Facebook, Instagram, Twitter, and management platforms.
- Interest in learning new technologies and comfort with exploring computer systems and databases.

- Strong graphic design skills and experience with Adobe Creative products.
- Outstanding verbal and written communication skills.
- Excitement for the performing arts and a strong desire to bring them to audiences of all ages and backgrounds.

Responsibilities

Ticketing/Patron Experience:

- Maintain and manage all KSO ticket office activities, accepting and processing phone, mail, and email ticket orders, as well as in-person ticket orders, when made available (consistent with MDHHS COVID-19 guidelines).
- Establish ticket sales and promotional strategies and goals in conjunction with Director of Marketing and Executive Director.
- Be the voice of KSO's patrons, identifying successes, concerns, and ways we can open the KSO experience to wider audiences.
- Attend all concerts and participate in concert preparation as needed, including printing and assembling will-call tickets, printing updated seating reports, processing online orders, and managing last-minute seat change requests.
- Monitor and evaluate transactions in alignment with PCI compliance and with attention to detail, discretion, and security, maintaining professional behavior in handling confidential information.
- Ensure timely and accurate lists, reports, deposits, sales reports, ticket audits, and concert settlements.
- Provide exceptional customer service by responding promptly to patron needs.

Marketing:

- Coordinate and manage the KSO's social media presence, email newsletters and blasts, and website.
- Achieve revenue targets by building and promoting seasonal program book advertising sales.
- Work closely with the Marketing & Communications team to refresh and deploy the organization's brand and long-term strategy.
- Advise on and help deliver diversity, equity, inclusion, and access goals.
- Participate in planning, creating, editing, and publishing of all marketing assets, including brochures, program materials, signs, public relations, and features.
- Assist Director of Creative Design with creating marketing and promotional digital and print files.
- Pitch new marketing and patron services concepts and experiences.
- Other duties and special projects as assigned.

Qualifications

- Bachelor's degree, or equivalent, in marketing, communication, arts management, or related field and at least one year of experience.
- Excellent social media and website analytics administration experience.
- Outstanding verbal and written communication skills, and comfort speaking with new people.
- Ability to think inquisitively, creatively, and proactively.
- Positive attitude and a collaborative team spirit!
- Diplomacy in handling sensitive and confidential information.
- Strong graphic design skills and experience with Adobe Creative products.
- Proficiency with Microsoft Office Suite and Google Workspace.
- Familiarity with customer relations management software, Tessitura preferred.
- Flexible schedule, the ability to work some nights and weekends.

- Passion for the performing arts and a strong desire to bring them to audiences of all ages and backgrounds.

Compensation and Benefits

The Kalamazoo Symphony Orchestra offers a comprehensive salary and benefits package commensurate with experience, and in line with similar positions of this scope within similar-sized orchestras in the country. Benefits include medical insurance, life insurance, vacation and sick time, parking, 403b, concert tickets, and a diverse offering of voluntary benefits.

To Apply:

To apply for this position, please submit a cover letter outlining your specific experience and qualifications, and a resume in PDF format to HR@kalamazoosymphony.com. For best consideration, please apply by **June 10, 2021**. Applications will be considered until the position is filled. No phone calls, please.

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. Additional information about the Kalamazoo Symphony Orchestra can be found on our website at KalamazooSymphony.com.