



## Director of Marketing and Audience Engagement

### Summary of Position

The Director of Marketing and Audience Development has primary responsibility for planning and executing all marketing, promotional, public relations, and communication programs in support of building audiences and raising awareness of Rochester Symphony. This position also gathers feedback and knowledge about current and future audiences to gauge impact and to more efficiently and fully meet the mission of the organization.

### Duties and Responsibilities

- Concert Marketing and Promotion
  - Develop and implement promotional launch and marketing strategy of concerts season – both as a season and individual concerts.
  - Produce email campaigns, execute social media strategy, write and send press releases, arrange radio spots, etc.
  - Write and procure content for marketing materials and proof through all stages of development.
  - Oversee production of print and digital advertising materials, coordinating graphic designers, videographers, photographers, musicians, and printers.
  - Produce digital concert program booklets; obtain and edit content, manage production and layout through web-based applications, distribute through digital channels.
  - Set and achieve annual subscription and single ticket sales goals.
  - Assist in setting ticket prices and subscription package options.
  - Monitor sales and inventory; adjust promotion strategies accordingly.
  - In coordination with President/CEO, prepare and manage the annual marketing budget.
- Community and Media Relations
  - Ensure strong branded presence in the SE Minnesota region.
  - Develop and maintain a positive community presence on social media platforms.
  - Write and distribute press releases regarding key organizational news.
  - Submit information to outside organizations following their timelines to include Rochester Symphony in community calendars and solicit coverage of events.
- Audience Development
  - Develop, test, implement, and evaluate community-based audience development and outreach initiatives.
  - Develop evaluation criteria to define success of program strategies over time, refining initiatives and discontinuing ineffective programs (examples: referral marketing, young audience development, free trial campaigns, email collection campaigns, event booths)
  - Work with President/CEO to expand program offerings to reach new audiences, especially to increase exposure to underrepresented audience constituencies.
  - Gather audience information through audience experience surveys and market research to monitor audience satisfaction levels, attendance patterns, and programmatic interests that will inform strategic organizational decisions in key areas.
- Organizational Communications
  - Responsible for an emerging organizational digital communication strategy.

- Oversee the Rochester Symphony website including information updates, maintenance, and seasonal design changes.
- Promote non-concert season events including fundraising efforts, education events, and outside events with partners that support Rochester Symphony (Rochester Music Guild, Community Education, etc.)
- Ensure that all organizational materials and external communications align with Rochester Symphony branding guidelines, providing assistance to fellow staff and board when needed to ensure consistent messaging and branding assistance.
- Corporate Relations
  - Secure season and concert sponsorships.
  - Evaluate and adjust sponsorship opportunities and benefits annually, adjusting offerings to meet needs of wide range of potential sponsors.
  - Ensure sponsor benefits are delivered and credits are displayed in all locations according to contracts.
- Other Duties May Include:
  - Backup administrative duties: answer phone, open mail, sell tickets.
  - Provide assistance on collaborative grant writing and event planning.
  - Serve as staff representative on marketing or other committees of the board.
  - Attend board meetings as needed to provide staff support (up to 6 per year).

### **Schedule and Compensation**

- Open office hours are Tuesday-Friday, 10am-3pm but flexible hours may be negotiated with a minimum of two days in the office weekly to ensure strong teamwork culture.
- Occasional nights and weekends required to provide support at concerts and events.
- .8 FTE – may be salaried or hourly
- \$33,000-\$40,000 annually

### **Qualifications**

- Bachelor's degree required with a minimum of 2 years experience in marketing, public relations, or community engagement, preferably in the nonprofit and/or performing arts field.
- Demonstrated success in developing and implementing a multi-faceted marketing plan.
- Demonstrated experience developing content for mission and story driven campaigns and organizations.
- Ability to work as part of a team, collaborate with a group, and think creatively to solve problems and find organizational solutions.
- Excellent communication and planning skills.
- Strong computer skills and knowledge of web-based applications (Rochester Symphony particularly uses Microsoft Office, Adobe Creative Suite and/or Canva, Emma Email Marketing, and Patron Manager – a Salesforce-based CRM Database).

### **How to Apply**

Interested candidates – please send a resume and cover letter along with the names, email addresses and phone numbers of three professional references to Amy Lindstrom: [amyl@rochestersymphony.org](mailto:amyl@rochestersymphony.org). Applications will be reviewed as they are received. Applications received by September 16, 2022 will receive full consideration. Rochester Symphony is an equal opportunity employer.

## **About the Rochester Symphony**

Rochester Symphony Orchestra & Chorale serves the SE Minnesota region by bringing great music to life through orchestral and choral performance. The professional, per-service orchestra performs 5-8 concerts each season with a 90-voice auditioned chorale joining the orchestra twice each year. In addition to public performances, Rochester Symphony provides education programs for all ages. Conducted by Maestro Jere Lantz for more than 40 years, Rochester Symphony is currently looking for it's next Music Director making this an exciting time to be part of reshaping the next chapter in the organization's future.