



Director of Marketing and Audience Development

Reports to: President/CEO
Status: Non-Exempt
FTE: Negotiated (0.5-0.8)
Schedule: Negotiated (some weekdays and nights/weekends required)

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.
 - 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.
 - 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 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.
- Ensure that all organizational materials and external communications align with Rochester Symphony branding guidelines, provide 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 according to contracts.
- Other Duties May Include:
 - Responsibility for running front of house at concerts to ensure a positive, welcoming audience experience.
 - Backup administrative duties: answer phone, open mail, sell tickets.
 - Provide assistance on collaborative grant writing and event planning.
 - Attend monthly board meetings as needed to provide staff support.

Schedule and Compensation

- Open office hours are Tuesday-Friday, 10am-3pm but flexible hours may be negotiated in combination with time in the office to ensure strong teamwork culture.
- Occasional nights and weekends required to provide support at concerts and events.
- Negotiated hours and compensation in the range of 20-32 hours, \$23-\$28/hr.

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 Google Suite, Microsoft Office, WordPress, Adobe Creative Suite, 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. Applications will be reviewed as they are received. Applications received by September 4, 2026 will receive full consideration. Rochester Symphony is an equal opportunity employer.

Note: the organization also has a part-time administrative position available and is open to negotiating staff roles and hours to match the right person's skills.