

CHICAGO SYMPHONY ORCHESTRA ASSOCIATION

JOB DESCRIPTION

Reviewed: 09/2021

TITLE: Marketing Manager
FLSA STATUS: Exempt
DEPARTMENT: Sales & Marketing

GENERAL SUMMARY

The Marketing Manager plans and executes strategies that promote Symphony Center Presents (SCP) and Negaunee Music Institute (NMI) concerts and events, including SCP Jazz, CSO at the Movies, CSO for Kids and Civic Orchestra of Chicago series. The person in this position is accountable for meeting revenue and attendance goals and increasing the visibility of SCP and NMI programs by executing effective marketing and promotional campaigns. The Marketing Manager maintains and executes the single-ticket marketing plan and develops and promotes initiatives to grow and diversify Symphony Center audiences.

CSOA is an equal opportunity employer where all qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry, or national or ethnic origin. We value diversity and inclusion and seek to build and maintain a community and culture that celebrates and values diverse backgrounds, identities, and perspectives. We consider equivalent combinations of experience and education for jobs, and all candidates who believe they possess equivalent experience and education are encouraged to apply.

PRINCIPAL DUTIES AND RESPONSIBILITIES

1. Develop creative and promotional strategies to promote Symphony Center Presents and Negaunee Music Institute series and concerts, including developing creative concepts, crafting messages determining target audiences.
2. Promote diversity, inclusivity and empowerment with the Marketing department team members.
3. Plan, execute and oversee implementation of marketing campaigns to promote single ticket sales, including advertising, email, digital, direct mail, grassroots and promotional efforts.
4. Work with media agency to determine optimal mix of media placements, manage media budgets and oversee production and approvals of media assets and deliverables.
5. Monitor and report on sales trends and implement testing strategies to optimize performance of efforts, achieve all revenue and attendance goals, and maximize return-on-investment.
6. Plan and execute series and subscription campaigns for SCP Jazz, CSO at the Movies, Civic Orchestra and CSO for Kids series.
7. Cultivate marketing strategies for audience development initiatives intended to grow and diversify Symphony Center audiences.
8. Provide marketing support for cross-departmental collaborations and special projects.
9. Support the development and production of marketing trailers.
10. Manage the marketing budget.
11. Hire, train and supervise a full-time Program Marketing Coordinator and Community Marketing Coordinator who support single-ticket campaigns, NMI marketing and audience development initiatives.
12. Proofread marketing materials.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

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13. Serve as Communications department representative at Symphony Center performances.
14. Additional projects as assigned.

REPORTING RELATIONSHIPS

1. Reports to Director of Program Marketing & Operations
2. Supervises Community Marketing Coordinator and Marketing Associate
3. Works closely with members of the Marketing, Creative Services, Web Services, Digital Content, Sales & Patron Experience and Artistic teams
4. Other contacts include: CSO departments, advertising agencies, media sources, freelance designers, vendors, and volunteers

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

1. Bachelor's degree or equivalent experience.
2. Three to five years of marketing experience, preferably in the performing arts or music.
3. Experience planning advertising/media campaigns desired.
4. Tessitura or similar ticketing/donor database experience required.
5. Strong attention to detail, organizational skills and ability to work on multiple projects simultaneously.
6. Excellent written and verbal skills. Experience writing compelling sales copy preferred.
7. Solid understanding of direct mail and data management.
8. Understanding and appreciation of classical music.
9. Experience in desktop publishing, word processing, and spreadsheet applications (MS Office).

WORKING CONDITIONS

Pleasant office environment.