CHICAGO SYMPHONY ORCHESTRA ASSOCIATION
JOB DESCRIPTION

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

GENERAL SUMMARY

Plan and execute events, promotions, and strategies to support CSOA’s audience development programs, including stewardship of the African American Network (AAN) and Latino Alliance. Active thought-partner and contributor to the CSOA marketing department’s ticket sales campaign goals and audience growth efforts, facilitating ongoing collaboration with the Black and African American community, Latino community, and other constituencies with the goal of bringing an increasing number of new patrons to CSO concerts and Symphony Center events. Build relationships and trust within these communities and facilitate programs that connect community members to the Chicago Symphony Orchestra. Provide support for various other audience development programs and initiatives, including opportunities to build and grow connections with younger audiences, with a focus on audiences in their 20s and 30s.

Key contributor to the development and execution of events and initiatives to welcome in, and build loyalty with, new audience members. Maintain ongoing communications and active networking with internal and external constituencies, such as the Overture Council and League of the CSOA. Assist in the facilitation of cultural community and on-site events, such as open/donor rehearsals while coordinating activities for volunteers and supporters of the AAN and LAN.

Ability to cultivate, maintain and strengthen trustworthy, long-lasting individual relationships with volunteer groups, partners and leaders within communities, functioning independently and as part of a team.
PRINCIPAL DUTIES AND RESPONSIBILITIES

AFRICAN AMERICAN NETWORK (AAN)

• Lead the development and execution of African American Network (AAN) initiatives, serving as a primary liaison between the CSOA and the AAN, overseeing and organizing AAN Advisory Board meetings and developing a series of an anticipated 6-8 events AAN events each season. (Examples of prior events have included film screenings, musical performances, Q&As with artists, panel discussions, etc.)
• Develop and execute (in collaboration with the content, website and design team) communications and promotions for AAN membership and events, including emails and social media postings, flyers, advertising, and grassroots promotions. Maintain AAN content on cso.org.
• Plan and oversee ongoing recruitment and development of a core group of volunteer leaders and staff to serve as advocates on behalf of the CSOA in the African American community and beyond through collaboration with community leaders and educators, researchers, scholars, composers, musicians, etc. to build cross-sharing relationships between the CSOA and the community.
• Serve as a community ambassador by researching opportunities for and attending off-site community events and networking events throughout Chicago and the suburbs as a representative of the CSOA in promotion of the AAN and other audience development programs of the CSOA.

LATINO ALLIANCE

• Serve as a primary liaison between the CSOA and the Latino Alliance, overseeing Advisory Board meetings and leading the coordination of an anticipated 5-6 Latino Alliance events each season, with support from the Marketing Associate.
• Develop and coordinate (in collaboration with the content, website and design team) communications and promotions for LAN membership and events, including emails and social media postings, flyers, advertising, and grassroots promotions. Ensure the maintenance of LAN content on cso.org.
REPORTING, UNDER 40 TICKET PROGRAMS, AND OTHER AUDIENCE INITIATIVES

- Manage, administer and coordinate allocation of determined budget for AAN and LAN promotions and pre- and postconcert receptions and educational seminars and events.
- Provide ongoing support for currently existing and potential new audience development programs and initiatives, which may include the Overture Council, and opportunities to build connections with younger audiences, with a focus on audiences in their 20s and 30s.
- Specific leadership, support and/or coordination of efforts supporting the above will be determined as initiatives develop and as the season progresses. Goals, priorities and major projects will be reviewed and discussed on an on-going basis with the VP for Sales & Marketing and the Director of Institutional Marketing & Revenue Management.

GENERAL DEPARTMENTAL COLLABORATION & SUPPORT

- Promote diversity, inclusivity and empowerment with the Marketing department team members.
- Proofread marketing materials.
- Serve as a marketing department representative at Symphony Center performances.
- Additional projects as assigned.

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.
REPORTING RELATIONSHIPS

- Reports to the Director of Institutional Marketing & Revenue Management
- Works closely with members of Marketing, Sales & Patron Experience, Artistic, Negaunee Music Institute, Communications & Public Relations and Development teams. Other collaborative relationships include CSOA affinity groups, volunteers and community partners.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Three or more years of experience in community building, volunteer group management, event coordination, marketing, or other relevant people-centered work experience, preferably related to music or the performing arts.
- Event planning, project management and ticketing/donor database experience a plus.
- Ability to manage multi-phase projects from inception to completion, including the ability to build consensus among team members and balance multiple projects simultaneously.
- Ability to facilitate effective conversations and meetings.
- Good communicator who values listening and presents well.
- Understanding and appreciation of classical music.
- Experience in word processing, and spreadsheet applications (MS Office).
- Demonstrated ability in the ability to work independently and as part of a team, with a high-level of initiative and energy.

WORKING CONDITIONS
Pleasant office environment. Includes occasional evenings and weekends for AAN and Latino Alliance events, volunteer group meetings, etc.

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.