



Marketing Manager

Summary Overview

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| Reports to | Executive Director |
| FLSA | Full-time, exempt |
| Salary | \$40,000-\$48,000, dependent on experience. |
| Benefits | Benefits package includes Employee Group Medical Plan with Health & Dental with dependent coverage available at employee expense, vacation and sick leave, company paid parking, and reimbursement of mileage for Symphony-related business at applicable rate. |

The Marketing Manager helps drive the Wichita Symphony's ticket sales, audience growth, and brand visibility by coordinating our overall marketing efforts and managing key day-to-day channels. Working closely with the Executive Director and serving as the primary liaison to the Symphony's external marketing agency, this position helps shape and execute campaign strategies, oversees production of marketing materials, and manages social media, email marketing, public relations, and community visibility efforts. The Marketing Manager collaborates across departments to tell the Symphony's story, deepen patron engagement, and ensure that more people in Wichita and the surrounding region discover and enjoy the Symphony's performances and programs.

Specific Duties & Responsibilities

Marketing Strategy and Campaign Management

- Work with the Executive Director and marketing agency to shape and execute marketing strategies that support ticket sales, audience development, and brand visibility.
- Serve as primary point of contact and day-to-day liaison with the Symphony's marketing agency and ensure the agency has what it needs to execute on time and on budget.
- Collaboratively plan and implement subscription and single-ticket campaigns, including digital advertising, print, direct mail, social media, and other tactics.
- Coordinate production timelines for marketing, fundraising, and educational materials, including season brochures, postcards, posters, program book content, mailings and digital assets.

- Review and approve marketing materials (ads, graphics, copy, videos, etc.) to ensure accuracy, brand consistency, and alignment with concert details.
- Maintain and update key content on the Symphony's website (particularly concert pages, news posts, and patron information) and coordinate with the agency or web vendor for larger updates or projects.
- Plan, write, build, and schedule email campaigns in Mailchimp, including sales promotions, concert reminders, and announcements; monitor key metrics (opens, clicks, unsubscribes) to refine content, targeting, and timing.
- Share relevant sales and audience insights to senior leadership, providing recommendations to optimize organizational strategies, and with the marketing agency so they can refine targeting, placements, and messaging.
- Track basic responses to marketing campaigns (e.g., ticket sales trends, email open/click rates, redemption of offers) and summarize key takeaways.
- Help set realistic, data-informed ticket sales goals in collaboration with the Executive Director and Business Manager.
- Monitor and manage the annual marketing budget, ensuring resources are allocated efficiently and campaigns stay within budget.

Public Relations and Community Visibility

- Proactively identify story ideas and angles that will interest local media and help raise the Symphony's profile.
- Draft and distribute press releases and media advisories for concerts, education initiatives, special events, and organizational news.
- Book interviews and media appearances for the Music Director, Executive Director, guest artists, musicians, and staff, and prepare basic talking points or background as needed.
- Maintain and update media contact lists; build relationships with key reporters, editors, producers, and local influencers who can help amplify Symphony stories.
- Coordinate with the marketing agency on PR strategy when appropriate, while taking ownership of day-to-day outreach and follow-up.
- Ensure online community calendars and event listings are accurate and up to date.
- Build and nurture partnerships with local businesses, organizations, and influencers, creating simple cross-promotions and special offerings to boost awareness and enthusiasm for the Symphony.

Social Media Management

- Manage the Symphony's social media presence and content calendar, producing engaging, channel-appropriate posts.
- Collaborate with musicians, guest artists, conductors, and staff to plan and capture promotional content; attend select rehearsals, performances, and community events to capture photos and videos.

- Monitor and share basic social media metrics (reach, engagement, clicks), noting connections to ticket sales and overall campaign performance, and use these insights to refine content and timing.
- Engage with comments and messages in a timely, welcoming manner, and amplify content from partners, influencers, and community organizations as appropriate.
- Coordinate with the marketing agency on paid social campaigns and larger initiatives, ensuring consistent messaging and alignment with broader marketing strategies.

Patron Engagement and Cross-Organization Collaboration

- Work collaboratively with the Executive Director, Development, Operations, and Education teams to ensure marketing strategies support organizational priorities and program goals.
- Participate as part of the front-of-house team during concerts and events to ensure an excellent patron experience, observing and sharing feedback that can inform future marketing and service improvements.
- Coordinate with staff to gather stories, photos, testimonials, and impact data that can be used in marketing materials and shared with the agency.
- Participate actively in cross-departmental initiatives that build audiences, increase patron retention, and support donor engagement.
- Other duties as assigned by the Executive Director.

Office Hours

This is a full-time, on-site position with a standard Monday–Friday schedule, plus evenings and weekends for concerts, events, and other peak periods. Work takes place at Century II and other performance or event venues. Flexibility in scheduling is possible outside of event periods and core business needs, to be determined in consultation with the Executive Director. Wage-hour exempt.

Qualifications

- Bachelor’s degree in Marketing, Arts Administration, Communications, Journalism, Business, or a related field preferred; equivalent combination of education and relevant experience will be considered.
- Approximately 1–3 years of experience in marketing, communications, social media, or a related field.
- Experience managing organizational social media channels and/or email campaigns is strongly preferred.
- Proficiency in Microsoft Office, especially Excel and Word, is essential.
- Familiarity with and/or an ability to learn a Customer Relationship Management (CRM) database.
- Ability to learn new software applications and adapt to changing technologies quickly is a plus. The Symphony uses PatronManager, a Salesforce-based platform,

for its ticketing and donor management CRM and uses Hive for internal communications and project management.

- Demonstrated ability to manage complex projects involving multiple stakeholders, timelines, and deliverables.
- Strong writing, editing, and storytelling skills, with the ability to adapt tone and content for different audiences and platforms.
- Comfort with common digital tools such as social media management platforms (e.g., Meta Business Suite) and basic design tools; graphic design skills and experience with Adobe Creative Cloud would be a strong asset.
- Photography and videography skills (i.e., capturing and editing short-form content for social media) are a plus.
- Strong analytical skills with the ability to interpret data and present insights clearly.
- Excellent organizational and problem-solving skills, with acute attention to detail.
- Proactive and self-motivated, with a curious and solutions-oriented mindset.
- Collaborative team player who thrives in a fast-paced, dynamic environment.
- Interest in the arts and a genuine enthusiasm for helping more people discover orchestral music and the Wichita Symphony's programs.
- Must have a valid driver's license.
- Must be authorized to work in the United States.

The Wichita Symphony is an equal opportunity employer and considers qualified applicants for employment without regard to race, color, creed, religion, national origin, sex, sexual orientation, gender identity and expression, marital or civil partnership status, pregnancy, age, disability, veteran status, or any other protected factor under federal, state, or local law. [Click here to learn more about the Symphony's commitment to Inclusion, Diversity, Equity and Access.](#)

To Apply:

Please email a cover letter summarizing your qualifications and interest in the position, a resume, and contact information for three professional references to jobs@wso.org. Candidates are also encouraged to include examples of work (such as social media posts, videos, or graphic design pieces) as an additional document or links, focusing on examples that highlight what they would bring to this position.

Please list the subject line as "Last Name – Marketing Manager." PDF recommended.

No phone calls.