



Manager of Marketing & Communications

Summary Overview

Department	Patron Services (Box Office, Marketing & Development)
Reports to	CEO
FLSA	Exempt
Salary Range	High-30's-40's, dependent on experience. 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 Society related business at applicable rate.

The Wichita Symphony announces a position opening for **Manager of Marketing & Communications**. The position is open until filled.

The successor will inherit a multifaceted marketing program. While much is in place, the position will challenge a creative individual to maintain and develop the marketing and communications plan in a rapidly evolving environment that emphasizes digital content and data analytics. The successful candidate will strategize and market season tickets and single ticket sales, and communicate the Symphony's brand to build patron loyalty and accelerate revenue growth. They will demonstrate exceptional ability to create and communicate through digital media platforms.

The position requires a dedicated and experienced professional with knowledge of symphonic music and whose expertise covers the breadth of marketing and communications from the traditional to the most contemporary digital techniques used today. The candidate will be skilled and knowledgeable working with the many social media outlets available and capable of functioning as a digital stage manager when called upon to coordinate live public events on the Symphony's Facebook page or Zoom. This person will demonstrate a curiosity and drive to learn and expand their knowledge of the techniques and resources needed to excel at this position.

The candidate will be a skilled communicator with superb writing and speaking skills, representing the organization in various settings and conveying musical concepts to the public. This person will be knowledgeable in data analytics, strategic thinking, and techniques espoused by TRG Arts (<https://trgarts.com/>). The Symphony is currently undertaking a multi-month consultancy with TRG Arts, emphasizing revenue growth in a post-pandemic environment.

The Symphony's database and ticketing system is Patron Manager, built on a Salesforce platform by Patron Technology.

Wichita residency is essential for the job. Symphony offices are in Wichita's Century II Performing Arts and Convention Center. Regular business hours are 9 a.m. to 5 p.m., Monday through Friday. During the Symphony season, generally September to June, weekend work, including evenings, is required on concert weeks. Allowing for the demands of this schedule, Symphony staff enjoy flexible working hours and may work from home on occasion.

The Symphony staff is a small, close-knit group of professionals who work and support each other collegially.

Specific Duties & Responsibilities

The Marketing and Communications (M&C) Manager develops and implements programs that help the Symphony achieve its attendance and ticket sales goals while also promoting its brand and visibility. The Manager is responsible for creating collateral in collaboration with the Symphony's marketing and branding agency to promote season subscription and renewal campaigns, advertising, special promotions to drive single ticket sales, and direct mail advertising. The M&C Manager partners with the Patron Services & Analytics Manager to implement subscription renewals and new acquisitions strategies. The Manager will also develop and implement initiatives to increase branding for the orchestra and build the organization's data and patron base. The Manager will work closely with the Symphony's database, developing data-driven strategies to achieve earned revenue goals.

Working with the CEO and staff, the Manager will assist with developing patron-centric activities and communications designed to deepen patron engagement with the Symphony. In the absence of development staff, the Manager will also be engaged with the Annual Fund campaign, specifically with the production and implementation of print and digital strategies to increase contributed revenue.

Digital, Online & Print Content

- **Digital Content Management**
 - Manage & develop content that increases patron engagement with the Symphony's social media accounts.
 - Monitor public response on Wichita Symphony web and social media pages – respond to comments & flag inappropriate material.
 - Actively grow following on Social Media.
 - Create & manage content for digital program books.
- **Website**
 - Maintain & update content such as news, concerts, events, etc.
 - Oversee design materials for website.
 - Monitor Google Analytics.
- **Print Content**
 - Manage and work with vendors for print content such as program books, brochures, posters, and brand content.
 - Produce in-house basic design collateral (e.g., ads, invitations, simple flyers, miscellaneous needs)
- **E-Communication**
 - Actively grow and maintain email list on MailChimp.

- Design and develop content for Wichita Symphony communication to patrons through MailChimp.
- Monitor response to email campaigns and submit reports.
- Report to the Orchestra Committee and the Board of Directors on Marketing and Public Relations activities.

Marketing & Advertising

- **Strategies**
 - Develop strategies and materials to achieve goals for ticket sales and audience development.
 - Collaborate and work with ad agencies and branding companies to further organizational goals.
 - Participate as a team member in developing artistic goals and objectives in the planning of concerts and activities.
- **Budget/Scheduling**
 - Develop budgets and schedule advertising, be it print, digital, or online advertising.
 - Work with media buyers and/or sales associates to schedule media.
- **Production of Ad & Marketing Collateral Materials**
 - Develop copy for all ads, print, digital and web.
 - Oversee production of ads and marketing collateral with graphic designers and producers.

Communications: Public Relations & Brand Management

- **Press Releases**
 - Develop and distribute news releases in a timely manner for newsworthy material.
 - Maintain a current news release distribution list.
 - Update online community calendars.
- **Public Appearances**
 - Arrange appearances of the conductor, musicians, guest artists and/or staff for the local media.
 - Arrange press conferences as needed.
- **Brand Management**
 - Oversee the Wichita Symphony's visual identity on all print, digital and web materials.
 - Monitor and curate the Wichita Symphony's online activities, such as the website and all social media.
 - Work with Orchestra staff and musicians to develop a sustainable and consistent brand for the Orchestra.
- **Constituency Communications**
 - Work with Symphony staff to communicate and develop opportunities.
 - Present reports to Board of Directors as requested.
 - Develop patron surveys to inform organizational strategies.

Miscellaneous

- Stay up-to-date on marketing, communication, and analytic techniques (e.g. TRG Arts, Arts Reach, and Wallace Foundation research).
- Participate in activities, conferences and meetings sponsored by the League of American Orchestras.
- Other duties as assigned by CEO.

Office Hours

They will maintain office hours in accordance with the WSO personnel policies. Flexible and highly variable on a seasonal and workload basis. Occasional evening and weekend work required. Wage-hour exempt.

Qualifications

- **Bachelor's or Master's degree in marketing, communications, or public relations, or the equivalent experience.**
- **Experience required. At least 3-4 years preferred.**
- Knowledge of and/or training in symphonic music is important.
- Successful experience in the following areas:
 - Writing news and promotional-oriented materials
 - Demonstrate ability to create basic collateral material (e.g. flyers, simple programs, event invitations)
 - Social media management
 - Creation & management of digital content. Working knowledge of software utilized by WSO, including Photoshop, InDesign, and Canva, and the knowledge to edit and update websites.
 - Demonstrated success at marketing events and increasing earned revenues
 - Knowledge of ticketing and CRM systems
 - Experience in sales and/or fundraising
- Must be physically able to lift items, handle boxes and equipment of reasonable size and weight. Event duties frequently require moving quickly between locations within the event venue, and occasionally between multiple venues/offices.
- Must have a valid driver's license.
- Must be authorized to work in the United States.
- Possess excellent interpersonal and communication skills, including writing well and proofreading.
- Must have an upbeat, enthusiastic, and engaging personality with a sense of humor and a curious mind.
- Must be a team player within a small, goal-oriented office setting.

TO APPLY:

Please use the link below to access the application on Cognito Forms. Be prepared to upload a cover letter stating your qualifications for the position, a resume clearly stating work history and professional experience, and three references with contact information.

[WSO Manager of Marketing & Communications Job Application](#)

You may also access the form at <https://wichitasymphony.org/about/auditions-careers>

Timeline: Please submit materials by March 31 for best consideration. Position open until filled.

The Wichita Symphony believes a diverse and inclusive team is critical to our ongoing relevance and growth, beginning with the selection process. Therefore, the team is working to ensure diverse candidate pools and encourages candidates from diverse backgrounds to apply. 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.

About the Wichita Symphony

The Wichita Symphony was formed in the closing months of World War II in 1944 when demand for entertainment and culture were in demand for a growing City heavily invested in the manufacturing of airplanes for the war effort. Still a hub for aircraft manufacture, Wichita is the largest city in Kansas with a population of nearly 400,000 and another 400,000 residing in the ten-county south-central region.

The Symphony has about 85 musicians on the roster with most living in the Wichita region. Daniel Hege is the Music Director and Conductor. 2021 – 2022 marks his twelfth season.

The Symphony staff consists of five full-time and between four and six part-time or seasonal employees. Offices are maintained at Wichita's Century II Performing Arts and Convention Center, just a few steps away from the Concert Hall of 2,147 seats.

In a non-pandemic year, the Symphony operates on a budget of about \$2.4 million. Rated a 4-star organization by Charity Navigator for five consecutive years, the Symphony has one of the highest ratings score of any performing arts organization in the entire country.

The mainstay of the Orchestra's annual activities is the Masterworks subscription series. Other programs can include Pops and Family Concerts, community concerts outside of Century II, and two free, citywide presentations – the Spirit of the Season family holiday concert in December and the Twilight Pops Concert for Wichita's Riverfest. The Orchestra's educational activities include the Young People's Concerts for grades three through six. One of the most extensive programs of its kind in the country, YPCs serve about 22,000 students and teachers every year. A Youth Orchestras program, consisting of four ensembles for students in grades four through twelve, trains about 275 talented students selected by audition for this sought-after educational opportunity.

For more information about the Symphony, please visit our website at <https://wichitasymphony.org>