



## **WICHITA SYMPHONY ORCHESTRA**

### **MANAGER OF MARKETING AND COMMUNICATIONS**

#### **JOB ANNOUNCEMENT**

##### **GENERAL DESCRIPTION**

The Wichita Symphony announces an opening for the position of Manager of Marketing and Communications. In preparation for the departure of the current Manager due to family relocation, the Symphony is commencing a search for a successor. The start date for this position will be on or about May 10, 2021.

The successor will inherit a multifaceted marketing program built and managed by a single individual for over ten years. 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 places increasing emphasis on digital content and data analytics.

Critically, the successful candidate will be responsible for strategizing, re-starting, and implementing a plan for re-launching subscriptions, single tickets, and a patron loyalty program as we emerge from the pandemic.

The position requires a dedicated and experienced professional with a 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 today and will be 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, capable of representing the organization in various settings and the ability to convey musical concepts to the public. This person will be knowledgeable in data analytics and strategic thinking. Familiarity with data analytics and techniques espoused by TRG Arts (<https://trgarts.com/>) will be a major plus for consideration.

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

Current pandemic conditions allow for flexible hours and work from home. An out-of-town candidate who could work remotely will be considered, but eventually, relocation to Wichita will be required.

The Symphony staff is a small, close-knit group of professionals who work and support each other in a collegial manner. It is anticipated that all staff will return to our Century II offices to some level in 2021.

### **STAFF RELATIONSHIP**

The Marketing and Communications Manager reports directly to the Chief Executive Officer.

### **QUALIFICATIONS**

Bachelor's or Master's degree in marketing, communications or public relations, or the equivalent experience. Knowledge of and/or training in symphonic music is important.

Experience required. At least 3 – 4 years preferred.

The candidate will demonstrate 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 and management of digital content. Working knowledge of software in use by WSO, including Photoshop and InDesign, 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

### **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. As such, the Manager is responsible for creating collateral 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 Box Office and Patron Services Manager to implement strategies for subscription renewals and new acquisitions. The Manager will also develop and implement initiatives aimed at increasing branding for the orchestra and building 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 the development of patron-centric activities and communications designed to deepen patron engagement with the Symphony. In the absence of a 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.

Among specific duties are:

## **DIGITAL, ONLINE and PRINT CONTENT**

### **Digital Content Management**

- Manage and 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 and flag inappropriate material.
- Actively grow following on Social Media.

### **Website**

- Maintain and 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 AND 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 buyer and/or sales associates to schedule media.

## **Production of Ad and 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 and 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 the CEO.

## **OFFICE/WORK HOURS**

Maintains office hours in accordance with the WSO personnel policies. Flexible and highly variable on a seasonal and workload basis. Evening and weekend work required. Wage-hour exempt.

## **BENEFITS**

- Paid Vacation

- Employee Group Medical Plan with Health and Dental with dependent coverage available at employee expense
- Company paid Century II parking
- Reimbursement of mileage for Society related business at applicable rate.

**TO APPLY:**

To apply for the Marketing and Communications Manager position, please use this link 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.

<https://www.cognitofrms.com/WichitaSymphony1/WichitaSymphonyManagerOfMarketingAndCommunicationsJobApplication>

Or you may access the application form at <https://wichitasymphony.org/about/auditions-careers>.

**For best consideration, please submit materials by March 5.** We will only contact those candidates being considered for the position. No phone calls, please. The anticipated start date is on or about May 10, 2021. The Wichita Symphony provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**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. 2020 – 2021 marks his eleventh 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 2,148 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 8-concert Masterwork subscription series. Other programs can include three Pops concerts, Family Concerts, 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/>.

2/3/2021