

VICE PRESIDENT OF MARKETING AND COMMUNICATIONS
PACIFIC SYMPHONY
Irvine, California

The Aspen Leadership Group is proud to partner with Pacific Symphony in the search for a Vice President of Marketing and Communications.

Reporting to the President and Chief Executive Officer, the Vice President of Marketing and Communications will be an exceptional leader and communicator who demonstrates creativity, curiosity, and optimism, and inspires fellow team members to achieve common goals and exceed expectations. The Vice President will deepen relations with audiences and community members through best-in-class sales, marketing, and engagement strategies designed to drive audience development and exceed the Symphony's overall earned revenue goals. These institutional goals will maximize total household participation and revenue through coordinated communication, recognition, and patron engagement tactics. The Vice President will support all branding, communications, and public relations needs for the organization, and in partnership with senior leadership, the Vice President will implement strategies to expand total patron revenue by supporting philanthropic messaging, loyalty initiatives, direct mail, and digital campaigns.

Founded in 1978, Pacific Symphony enriches the human spirit through superior performances of classical and symphonic music. Pacific Symphony is located in Orange County; California's second most populous county, which boasts a rich arts tradition strongly supported by an engaged public. The region is a tourism magnet, home of Disneyland, as well as a major financial and business hub.

Pacific Symphony is a highly dynamic and innovative organization, led artistically by Music Director Carl St.Clair and operationally by President John Forsythe. The Symphony has been designated as a Tier One Orchestra by the League of American Orchestras, joining the ranks of prestigious orchestras such as the LA Phil, Chicago Symphony, and New York Philharmonic.

In most years, Pacific Symphony presents more than 100 concerts annually and serves 250,000 community members. The Symphony is nationally and internationally recognized for performance excellence, strong community engagement through education and other programming, and for commissioned new works by contemporary composers. Pacific Symphony twice received prestigious ASCAP Awards for Adventurous Programming and was showcased in the League of American Orchestras' nationally released publication entitled *Fearless Journeys*. Pacific Symphony's Class Act elementary school education program has been honored by the National Endowment for the Arts and the League of American Orchestras for its exemplary orchestra education.

Pacific Symphony is committed to attracting, engaging, and serving a larger and more diverse population in Orange County and the region. The more diverse the population it engages, the more its institution truly serves Orange County's communities. Pacific Symphony maintains that achieving diversity requires an enduring commitment to inclusion that must find full expression in its organizational culture, values, norms, and behaviors.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of marketing and communications experience, preferably within an arts organization. All applications must be accompanied by a cover letter and résumé. Cover letters should be responsive to the mission of Pacific Symphony as well as the responsibilities and qualifications stated in the prospectus.

To apply for this position, visit: <https://opportunities.aspenleadershipgroup.com/opportunities/1221>.