



CHIEF MARKETING OFFICER

ABOUT

Founded in 1928, the Tucson Symphony Orchestra (TSO) is the first professional symphony in the southwest and the longest, continuously performing arts organization in Arizona. The TSO's mission is to engage, educate and transform diverse audiences throughout Southern Arizona with live musical experiences of the highest quality. Under the leadership of music director José Luis Gomez, the TSO has seen an artistic resurgence with performances of imaginative repertoire including by Latin-American composers and performers. Strategically, the TSO is committed to engaging the fast-growing Hispanic population of Tucson and Pima County, currently over 40%.

The Tucson Symphony Orchestra is also nationally renowned for its educational offerings. Started over 70 years ago, they now engage 35,000 annually in one or more of TSO's seven unique programs, including the award-winning 'Young Composers Project' in its 29th year.

THE OPPORTUNITY

The TSO is seeking a Chief Marketing Officer (CMO) who is passionate about developing and retaining new audiences and building patron loyalty. A key member of the leadership team, the CMO will plan and execute a marketing strategy that achieves attendance and ticket revenue goals consistent with the TSO's long-range objectives and raises awareness and the profile of the TSO. With two staff vacancies, the CMO has the opportunity to build their own team. The successful candidate will be creative, data-driven, forward-thinking, and adept at managing change.

RESPONSIBILITIES

Sales and Marketing

- Generate \$2.5m-\$3m revenue in annual tickets sales from concert offerings (Classical, Pops, Films and Specials).
- Develop an annual marketing plan that establishes aggressive yet achievable goals for subscription and single ticket revenue and efficient cost-of-sale expense goals; make mid-year re-projections based on actual results.
- Propose to the CEO and Music Director ideas for new or altered product lines that would generate additional revenue and new attendees with an emphasis on younger and more diverse audiences.
- Work with the CEO, staff, and the Music Director to align marketing campaigns and branding with artistic and community vision.
- Plan and implement all aspects of season subscription renewal and acquisition campaigns, including direct mail and telemarketing. Oversee the acquisition of prospect lists, production of all campaign materials, and any work of outside contractors.
- Commission market research to inform future strategies.

- Plan and implement a year-round single tickets sales campaign, including the design and placement of print and digital advertising, special promotions, and corporate sales.
- Develop pricing strategies and policies that fulfill revenue/attendance goals. Research and recommend changes to subscription series makeup and ticketing policies (e.g. exchanges).
- Oversee ticket office operations, ensuring a culture of friendly, courteous service and customer satisfaction in ticket transactions.
- Monitor the progress of all campaigns and provide regular sales and attendance reports and analyses, for management and the Board of Trustees; value the importance of accurate data in determining strategy and monitoring performance.

Communications and Publications

- Establish and maintain a high level of written and visual messaging across the organization through all channels - brochures, advertising, press releases, website, social media, and concert program books.
- Introduce a mix of Spanish-language communications.
- Oversee a Public Relations strategy designed to attract much greater local, regional and national visibility.
- Lead an organization-wide process to upgrade the current website, with goals to upload regular compelling content, drive increased ticket and contributed revenue, and communicate the TSO's community-based mission.
- Invest in growing the influence of social media as a tool for awareness and revenue growth.
- Oversee the production, content and quality of concert program books.

Other

- Represent the TSO in the community and at concerts and other events, often taking place outside of normal business hours on evenings and weekends.
- Develop and leverage relationships with local business, civic, educational and cultural leaders to enhance the TSO's profile and public understanding for the unique role of the orchestra in the community.
- Other duties as assigned.

QUALIFICATIONS, SKILLS AND ATTRIBUTES

- Bachelor's degree with minimum 7 years marketing experience, preferably with an orchestra or other arts organization.
- Background in classical music or other performing arts discipline a significant advantage.
- Broad knowledge of current marketing trends, especially digital and content marketing.
- Relentless data-driven approach to all department campaigns and goals.
- CRM experience with ticketing and fundraising platforms an advantage.
- Knowledge of patron loyalty programs and how they could inform the TSO's practices.
- Extensive knowledge of how to build successful social media platforms.
- Creative, autonomous, and strong attention to detail.
- Excellent writing and speaking skills.
- Strong organizational and strategic planning skills.
- Excellent data and financial management skills, including creating and tracking budgets.
- Excellent managerial skills including motivation, leadership, and goal achievement.
- Working knowledge of Spanish an advantage.

- Ability to work collaboratively and effectively with internal and external stakeholders to advance strategic objectives. Positive customer service attitude.
- Computer proficiency, including Microsoft Office Suite and Adobe Creative Suite.

POSITION DETAILS

Title:	Chief Marketing Officer
Reports to:	President & CEO
Supervises:	PR and Social Media Manager; Marketing Manager; Associate Director of Ticketing Services
Classification:	Full-time, exempt
Hours:	Minimum 40 hours/week
Compensation:	Competitive salary, subject to qualifications and experience
Benefits:	Comprehensive benefits

AN EQUAL OPPORTUNITY EMPLOYER

Tucson Symphony Orchestra is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances. Tucson Symphony Orchestra's management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities, programs, and general treatment during employment.

INCLUSION

Our patrons and audiences come from all walks of life and so do we. We hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our company stronger. If you share our values and our enthusiasm for the performing arts, you will find a home at TSO.

COVID-19 RESPONSE

Throughout the COVID-19 crisis, the TSO has been a safe refuge. The TSO follows the guidelines set by the Centers for Disease Control and the Pima County Health Department. Candidates must be fully vaccinated against COVID-19.

BACKGROUND CHECKS

Prior to submitting your application package for this position, please review it carefully for accuracy. TSO does verify academic credentials for its candidates, and frequently conducts background checks including work history before finalizing an offer.

TO APPLY

Please send cover letter and professional resume with three references to:

applications@tucsonsymphony.org

or Chief Marketing Officer, TSO, 2175 N. Sixth Avenue, Tucson, AZ 85705