



TUCSON SYMPHONY
ORCHESTRA

VICE PRESIDENT OF PATRON LOYALTY – NEW POSITION

A newly created role, the Vice President of Patron Loyalty is a senior level position reporting to the President & CEO. Having just completed its 90th Anniversary Season, Tucson Symphony Orchestra is in the midst of an exciting transformation. TSO is investing in the professional team to lead the change needed in the classical music industry so that we can better serve our patrons and our art form. We're not setting out to continue marketing and development in the traditional siloed approach; rather, we are implementing the [Long Haul Model](#) for audience development and hiring this position to double down on patron loyalty and focus on retention among single ticket buyers, subscribers, and donors. This new position is to lead this growth, overseeing all marketing efforts and low-level annual fund donors, bridging the gap that many arts organizations face between marketing and development.

We have a story to tell. We have deep impact. Momentum is building. We have extraordinary plans. We are seeking an innovative leader to drive the effort to increase the numbers of people we connect with and serve.

If you are data-driven, marketing savvy, forward thinking, and passionate about developing and retaining new arts audiences, we want to hear from you.

Core duties include:

- Oversee and execute Long Haul Model strategy and audience development plan for the organization. Responsible for \$3.5M revenue goal across all marketing and low-level annual fund segments (new attendees, repeat single ticket buyers, new and renewing subscribers, and new and renewing donors up to \$4,999)
- Set campaign timelines – ensuring campaigns across the patron segments named above coordinate so that the right patron segments are getting the right communications and offers and the right time via multiple marketing and development efforts across subscription renewal and acquisition periods, ongoing single ticket marketing during the 32-week concert season, and three annual fund campaigns throughout the fiscal year.
- Donor stewardship/loyalty plan – oversee scheduling, planning and execution of events such as open rehearsals, intermission receptions, and guest artist meet-and-greets, as well as offering these events as donor upgrade incentives to strategically appropriate segments.
- Annual fund for donors below \$5,000 – generally includes three or four (if needed) direct mail appeals per year, along with campaign follow-up supporting materials, digital ads, and emails. Managing the timing of these appeals so as not to conflict with marketing solicitations mailing at the same time is important, as is knowing who not to solicit (for example, we will not solicit single ticket buyers or first year subscribers for donations, a deliberate strategy that will aid in the cultivation and retention of these segments).
- Patron revenue and budgeting – working with CEO to set revenue goals for subscriptions, single tickets, and low-level annual fund, as well as develop detailed expense budgets for these areas.
- Pricing and scale of house – working with Patron Loyalty Director and Box Office Manager to review house map annually, make any adjustments to price map, set pricing for subscriptions and single tickets, and review/adjust dynamic pricing plan.
- Setting policy for patron data hygiene – via patron database (Ticketmaster Account Manager and Ticketmaster Archtics) and community database (TRG Data Center).
- Website – ensure website content is written and designed to serve and attract the customer. Stay up to speed on various analytic and sales reports produced by staff and guide and approve data-driven decisions to improve site performance and sales conversions.

- Oversee PR – TSO has local, regional, national and international relevance and impact. Create strategy, messaging, calendar/timeline for announcements.
- Oversee program book – determining content, strategy, messaging, and calendar/timeline.
- Supervise team of eight fulltime, part time, and contract positions.
- Representing TSO in the community and at TSO concerts, events, and board meetings, which often take place outside of normal business hours on evenings and weekends.

Requirements to be successful:

- Broad knowledge of current marketing trends, especially digital and content marketing
- Relentlessly data-driven approach to all department campaigns and goals
- Familiarity with arts marketing and development activities, and able to see how those normally-siloed functions can be united under the Long Haul model.
- Must be creative, autonomous, and have strong attention to detail
- Excellent writing and speaking skills
- Must be technologically savvy
- CRM experience with ticketing and fundraising platforms
- Strong organizational and strategic planning skills
- Excellent data and financial management skills
- Experience managing and motivating other people

Additional qualifications (encouraged but not required):

- Bachelor’s degree with minimum 7 years marketing experience, preferably with an orchestra or other arts organization
- Previously held a development/fundraising role working on annual fund appeals
- Read Mark Schaefer’s book *Marketing Rebellion* and are interested in applying these principles to an arts organization
- Background in classical music or other performing arts discipline

Compensation:

- This position is full-time, exempt
- Nationally competitive salary
- Benefits include paid time off, sick time, health insurance

SITUATION:

This is an exciting time for Tucson Symphony Orchestra. The Board of Trustees is investing in our mission to engage, educate and transform. During this year’s 90th Anniversary Season, the Board signed a three-year contract with our extraordinary professional musicians, extended our dynamic Music Director José Luis Gomez’s contract through 2024, and appointed veteran arts transition strategist Kathryn R Martin as Interim President & CEO – all making it possible to envision new ways to engage and impact our community.

TSO has an annual budget of \$5.4M, an endowment of \$3.4M, an engaged board of Trustees and community supporters, and a dedicated and creative professional staff.

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ABOUT TUCSON SYMPHONY

Now celebrating its 90th season, the Tucson Symphony Orchestra’s mission is to engage, educate and transform the community through live musical experiences of the highest quality, envisioning a community where music is the catalyst that brings people together across all boundaries for inspired living. Under the artistic leadership of Music Director, José Luis Gomez, the TSO impacts more than 120,000 lives each year, infuses millions into Southern Arizona’s economy annually, and attracts over 75 professional musicians from across the country to live, perform, and teach in Tucson and throughout the state. Programming, Engagement, Partnership and Learning are the TSO’s pillars. Its diverse offerings include the Classic, MasterWorks and Pops series, free Just for Kids concerts, a Free

Community Concert and many special performances. TSO's nationally-recognized education programs are present in 120 schools from Southern Pinal County to the Arizona–Mexico border reaching over 40,000 students each year. The TSO partners with a variety of regional organizations to deepen its engagement with the community. Maestro Gomez conducts orchestras all over the world, serving as Tucson's cultural ambassador to audiences on every continent.

An Equal Opportunity Employer:

It is the policy of the Tucson Symphony to provide all persons with equal employment opportunities without regard to race, color, sex, religion, national origin, veteran status, marital status or any characteristic protected by federal, state, and local law. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

To Apply:

- Submit cover letter and resume to hr@tucsonsymphony.org
- No phone call or email inquiries, please