



## Pacific Symphony Senior Leadership – Vice President of Marketing and Communications

### THE OPPORTUNITY

Reporting to the President and CEO, the **Vice President of Marketing and Communications** is a key strategic leader responsible for deepening relations with audiences and community members through best-in-class marketing and engagement strategies designed to increase and exceed the Symphony's overall earned revenue goals. These insitutional goals will maximize the total household participation and revenue through coordinated communication, recognition and patron engagement tactics. In addition this position supports all branding, communications and PR needs for the organization. In partnership with senior leadership, implement strategies to expand to total patron revenue by supporting philanthropic messaging, loyalty initiatives, direct mail and digital campaigns.

The Vice President of Marketing and Communications will oversee a staff of eight marketing and two public relations professionals and collaborate with a Marketing and PR Committee of the Board.

### PACIFIC SYMPHONY

Described as a "major ensemble" by The New York Times after its successful debut at Carnegie Hall in 2018, Pacific Symphony has achieved significant stature during its 43-year history. Comprised of musicians recruited internationally, Pacific Symphony has been led by [Music Director Carl St. Clair](#) for 32 years and President and CEO John Forsyte for 22 years. Together, they have built a reputation for artistic innovation, thematic programming and theatrically infused concerts.

Founded in 1978, Pacific Symphony's mission is to inspire, engage and serve [Orange County](#) and the region through exceptional music performances, and education and community programming. It has a vision to lead a renaissance in the appreciation, accessibility and impact of classical music through creativity, responsiveness and innovation. The Symphony presents more than 100 concerts a year, engaging more than 250,000 diverse Orange County residents in this vital art form — from school children to senior citizens.

Pacific Symphony's flexible and innovative approach to the repertoire and its performances have enabled the Symphony to offer musical experiences ranging from the great orchestral masterworks to music from both new and established composers. Pacific Symphony is known for its long-standing commitment to contemporary American composers and has recorded numerous new commissions and been featured on PBS Great Performances. It celebrates cultural heritage in Orange County and collaborates with musicians from many different traditions.

The Symphony is resident for much of the year at the Renée and Henry Segerstrom Concert Hall, a 1980-seat venue designed by architect Cesar Pelli with acoustics designed by the the late Russell Johnson and housing a stunning 4,322-pipe William J. Gillespie Concert Organ. In addition, the Symphony also presents a summer outdoor series at venues in Orange County. Principal Pops Conductor Richard Kaufman presents the Pops season, which stars some of the world's leading entertainers, and Assistant Conductor Dr. Jacob Sustaita presents the popular "Family Musical Mornings" series, one of the largest self-produced children's series of any U.S. orchestra.

## **DUTIES AND RESPONSIBILITIES:**

### **Brand and Mission Support:**

- Develop strategies to expand the awareness of Pacific Symphony's mission and strengthen the brand throughout Orange County, while collaborating with the Education and Community Engagement team to serve more diverse communities and maximize community presence.
- Create and implement marketing and communication strategies to elevate the visibility of the Pacific Symphony brand promise and its impact in the communities it serves.

### **Marketing:**

- Develop new and innovative long-term marketing plans and strategies that connect audiences to the artistic vision, while driving the demand for ticket sales through the development of new initiatives to effectively reach new audiences through social media, internet, word-of-mouth and marketing initiatives for existing and new program offerings.
- Plan 2022-23 subscription, single ticket, group and public relations campaigns in collaboration with staff and leadership. Lead packaging, pricing and segmentation strategy to reach audiences with relevant and timely messaging and ensure appropriate measurement and tracking.
- Work with the Music Director, the senior leadership team, and others to drive programming innovation to attract new, younger and more diverse audiences, in alignment with the strategic plan; develop an optimal schedule and structure for concert programming.
- Effectively lead the marketing and communication team in all respects, including hiring, professional development and setting the culture of collaboration and alignment.
- Analyze and evaluate existing and potential marketing activities including research, sales and audience development in order to develop criteria to measure the efficiency and effectiveness of marketing programs such as media advertising and outreach, direct mail and renewal campaigns, telemarketing, call center support, ticket sales and new subscriber activities.
- Cultivate partnerships with educational institutions and cultural and community-based organizations in partnership with Artistic Planning and Education and Community Engagement teams to advance the diversity, equity and inclusion goals of the Symphony.
- Develop pricing strategies and ticket prices for programs that, along with attendance, enable Pacific Symphony to meet earned income goals and align with its values to remain accessible.

### **Communications:**

- In partnership with the Director of Communications, create and oversee a publications and media relations strategy including online and print programs that advance public awareness, deepen engagement with the institution and foster brand storytelling.
- Serve as a spokesperson for the Symphony.

### **Collaboration Across Departments**

- Plan, develop and implement a holistic moves-management patron strategy with the Executive Vice President and Chief Operating Officer, and the Vice President of Development and External Relations. These initiatives include integrated communications, philanthropic messaging, case development and holistic customer-service strategies.
- Develop joint strategies with fund-raising colleagues to align and optimize direct mail and other mass-marketing strategies; support the execution of campaigns to grow donor base.
- Collaborate with executive vice president and chief operating officer on budgeting and planning functions for all components of the marketing department.

## **Collaboration Across Departments Continued**

- In partnership with the development department, grow corporate sponsorships and develop compelling benefit offerings, and leverage corporate marketing reach to improve Pacific Symphony's visibility.

## **Institutional/Departmental**

- Contribute to the collaborative, inclusive and creative culture of Pacific Symphony which advances programmatic innovation, a nurturing work environment and optimizes the development of staff and volunteer resources.
- Cultivate and nurture a marketing team of nine professionals that welcomes diversity of thought and experiences, celebrates successes and champions curiosity, creativity and innovation.
- Exemplify highly effective cross-functional collaboration.
- Contribute actively to strategic plan development with an eye toward audience growth, diversity and institutional relevance.

## **CANDIDATE QUALIFICATIONS:**

- An outstanding track record for generating significant growth in subscription and single ticket revenue for an arts organization.
- Sophisticated marketing and branding experience, with a track record of conceiving and implementing successful innovative strategies including data mining to improve awareness, brand loyalty, ticket sales, customer service experience, track performance and distribution of media content.
- Passionate commitment to developing audiences for cultural organizations.
- A solid knowledge of and appreciation for the orchestral repertoire is advantageous.
- Experience managing a complex marketing department while maintaining an effective infrastructure with a substantial revenue budget; demonstrated hands-on experience managing subscription sales, and/or direct sales organizations that distribute tickets through third parties, via the web or through alliance partners, would be beneficial.
- Significant experience with public and media relations; demonstrated ability to plan, organize and manage key functions of communications, including cultivating and maintaining media contacts, and developing and implementing public relations and marketing strategies.
- Excellent written and verbal communication and persuasion skills, with ability to present effectively internally and externally from Board level to peers and subordinates as well as patrons, donors and community business and government leaders.
- Proven ability to manage and work with a diverse group of personalities; a person that is politically astute without being political; someone able to work collaboratively across organizational lines; demonstrated ability to gain the respect and support of various constituencies, including critics, artists, program personnel, marketing professionals, media and journalists.

## **SKILLS AND PERSONAL QUALITIES:**

- A strategic thinker and storyteller who can analyze data, capitalize on information and develop a vision for the Symphony's market position that is distinctive from its competitors;
- A strong campaign leader who can implement strategic marketing initiatives and plans;
- An action-oriented catalyst who is confident, intelligent and articulate.

**SKILLS AND PERSONAL QUALITIES CONTINUED:**

- A self-starter and finisher who is creative, energetic and entrepreneurial, yet collaborative and team-oriented;
- Outgoing and straightforward; one who shares information easily, listens as well as gives advice and respects the abilities of others;
- Well-organized and deadline-oriented, with exceptional attention to detail and follow-through; able to work both in structured and planned environment, and in situations where rapid response and instant decision-making is required;
- Emotionally mature and self-possessed; patient and tactful, with a sense of humor and the sensitivity to work with diverse personalities;
- A person that listens well, earns the respect of and can sensitively guide others.

**H C SMITH LTD**

**PACIFIC SYMPHONY VICE PRESIDENT OF MARKETING AND COMMUNICATIONS**

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Pacific Symphony is an equal opportunity employer and is committed to maintaining a diverse and inclusive workplace where differing perspectives are a source of strength. All inquiries and discussions will be considered strictly confidential.