

VERMONT SYMPHONY ORCHESTRA
JOB DESCRIPTION: MARKETING DIRECTOR

The Marketing Director is responsible for building the involvement of Vermont's broad and diverse public in VSO presentations and activities, and further developing the image and awareness of the VSO to maximize reach and revenue potential.

Qualifications

The successful candidate is an optimistic, collaborative, results-motivated marketing professional with fastidious attention to detail and a demonstrated ability to create and implement a plan toward successful outcomes. They will have basic familiarity with classical music but love music of all kinds and seek others with whom to share it; they're self-motivated, organized, and have a proven ability to independently and creatively solve problems. They have an entrepreneurial streak and are excited by the opportunities presented by change and innovation. They should exemplify strong project management skills and be motivated by working in a small, fast-paced work environment. Applicants should have at least four years of marketing experience and should demonstrate increasing responsibility in previous positions. A deep appreciation for Vermont along with willingness to occasionally travel statewide is a plus, as is experience marketing public performances or events. A working knowledge of Microsoft Office, Adobe Creative Suite, WordPress, Constant Contact, or similar programs is helpful but not required.

General Responsibilities

- Accountable for goals related to earned revenue, including ticket sales and inbound ad sales.
- Identify and pursue opportunities to enhance the VSO's visibility in communities throughout Vermont.
- Manage the Marketing Committee and project groups.
- Improve and evaluate project performance and customer experience for all marketing initiatives.
- Monitor and control annual Marketing Budget.
- Maintain and grow relationships with representatives of television, radio, and print media.
- Manage community partnerships and sponsorship deliverables.
- Travel as needed to support performances and events across the state.
- Perform other duties as assigned.

Specific Responsibilities

- Manage the design and production of print, digital, and physical collateral, including but not limited to brochures, program books, mailings, inserts, posters, website, emails, social media, print mailings, fundraising materials, and branded merchandise.
- Develop and execute an annual Marketing Plan in alignment with the VSO strategic plan to reach organizational and revenue goals.
- Offer innovative strategies to expand VSO audience base across multiple concert series; explore collaborative marketing arrangements with other arts and community organizations.
- Oversee and negotiate all internal and external advertising sales and media buys including digital advertising.
- Manage and maintain institution-wide brand consistency. Be responsible for basic copy writing.
- Handle archiving and dissemination of VSO recordings for public broadcast.
- Work with Box Office Manager to administer season tickets campaigns.
- Manage marketing support staff, as well as intern(s), PR consultant, and volunteers.

Recognizing that art often happens outside normal business hours, the candidate will expect to occasionally work irregular hours and weekends to fulfill duties. This full-time exempt position reports to the Executive Director.

The Vermont Symphony Orchestra is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination on the basis of race, color, gender, gender expression, national origin, age, religion, creed, disability, veteran's status, criminal conviction, or sexual orientation.

Interested applicants should send cover letter, resume, and references to hire@vso.org.

Application review begins immediately; applications will be accepted until position is filled.

v. 2/19/19