

VERMONT SYMPHONY ORCHESTRA
JOB DESCRIPTION: MARKETING AND PUBLIC RELATIONS MANAGER

The Marketing and Public Relations Manager develops the image and awareness of the VSO among Vermont's diverse public to maximize reach and revenue potential and influence a broad narrative about the VSO. This position is responsible for institutional goals related to earned revenue including but not limited to ticket and ad sales, ensemble bookings, merchandise sales as well as the public relations of the company.

Qualifications

The successful candidate is a creative and effective communicator and a collaborative, results-motivated professional with fastidious attention to detail and a demonstrated ability to follow through on plans. They have basic familiarity with classical music but love music of all kinds. They're self-motivated, organized, and have a proven ability to creatively solve problems. The ideal candidate works independently and takes ownership of plans and projects, while incorporating feedback and meeting needs of diverse stakeholders. 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 and often remote work environment. A strong cultural understanding of Vermont is a plus, as is experience marketing public performances or events. A working knowledge of Microsoft Office, Adobe Creative Suite, WordPress, and Constant Contact (or the ability to learn) is helpful.

General Responsibilities

- Identify and pursue opportunities to enhance the VSO's visibility in communities throughout Vermont and nationwide.
- Manage the design and production of print, digital, and physical collateral, including but not limited to advertisements, email campaigns, brochures, program books, mailings, posters, website content, fundraising materials, and branded merchandise.
- Copy writing and editing, integrated with collateral.
- Manage and create content for social media channels, including but not limited to Facebook, Instagram, and YouTube.
- Allocate and monitor annual departmental budget.
- Pursue and execute collaborative marketing arrangements with other arts and community organizations, as well as managing other community partnerships and sponsorship deliverables.
- Maintain and grow relationships with representatives of online, television, radio, and print media.
- Negotiate and execute all internal and external advertising sales and media buys.
- Develop and execute an annual Marketing Plan in alignment with the VSO strategic plan to reach organizational and revenue goals.
- Manage and maintain institution-wide brand consistency; collaborate to align stakeholders' needs and preferences with brand identity in creation of visual and written materials.
- Work with Box Office Manager to create and administer single and season ticketholder communications.
- Manage volunteer VSO Board Marketing Committee, as well as any consultant or intern(s) as applicable.
- Fulfill orders and manage inventory for online branded merchandise store.
- Handle archiving and dissemination of VSO recordings for public broadcast.
- Travel as needed to support performances and events across the state (public health conditions permitting).
- Perform other duties as assigned.

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 candidate should be comfortable working primarily remotely for the foreseeable future, with regular in-person duties as needed.

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 three references to hire@vso.org. Application review begins immediately; applications will be accepted until position is filled.