



Director of Marketing and Communications

Reports to: Executive Director
Supervises: Marketing & Website Manager, Public Relations Manager, Social Media Coordinator
Works with: Staff, Board, Media, Community, Musicians, Patrons, Donors, Volunteers

Department:	Marketing
Location:	Primary: SSO Secondary: Fox
Exempt Status:	<input checked="" type="checkbox"/> Exempt / <input type="checkbox"/> Non-Exempt
Position Status:	<input checked="" type="checkbox"/> FT / <input type="checkbox"/> PT / <input type="checkbox"/> IC*

**IC = Irregular or Casual; non-regularly scheduled staff*

GENERAL SUMMARY:

The Director of Marketing and Communications is the chief marketing officer for the organization. This position leads all aspects of marketing and audience development, including maintaining the Spokane Symphony and Martin Woldson Theater at The Fox brands, and insuring the integrity and cohesion of external communications across all departments. This position is responsible for planning and implementing marketing campaigns for both Symphony and Fox performances, and helping to ensure that the organization meets or exceeds our earned revenue goals. This position is a key member of the Leadership Team and will participate in active discussions regarding season planning, organizational goals, and future planning.

SPECIFIC ROLES AND RESPONSIBILITIES INCLUDE:

Leadership

- Provide positive, engaging leadership of marketing staff
- Oversee marketing staff responsibilities, including: program book design, website, PR, program book ad sales, social media, etc.
- Work in collaboration with Box Office staff on single ticket sales plans, group sales, college card sales, and subscription sales plans
- Work with Marketing and Fox staff on Fox event promotional plans, Fox branding, and merchandise sales
- Mentor and provide training and development opportunities to marketing staff
- Participate in staff leadership meetings, board meetings, and relevant board committees
- Represent the Symphony and Fox at community events

Departmental Strategy and Planning

- Oversee and own annual planning for all Marketing department activities, including season look and design, in collaboration with the artistic planning team
- Create and maintain a Marketing Dashboard to track metrics and KPIs
- In coordination with Executive Director and other leadership staff, integrate annual planning activities into organization-wide enterprise management system to ensure coordination of activities within and across departments
- Oversee the architecture, design, placement and purpose of all paid advertising, direct mail, broadcast, and media advertising for all Symphony and Fox events



Branding

- Oversee brand updates and re-designs as needed, working with key staff, the Music Director, and the board Audience Development Committee
- Oversee the long-term brand integrity and brand promotion activities of the organization
- Along with the PR Manager, create an annual public relations master plan
- Ensure the organization has regular press conferences, press releases, and social media presence
- Drive brand visibility and reputation through thoughtful and robust branding campaigns, marketing and awareness tactics, and organizational presence throughout Spokane and the surrounding region
- Oversee the design and production of all print materials for the season and events
- Create a style guide for the organization

Budgeting

- Build annual budgets for marketing expenses
- Work with other Department Leaders to create earned revenue budgets
- Working with CFO and Executive Director, provide ongoing forecasts to maintain the budget
- Manage expenses to the budget and adjust spending if necessary
- Design and provide up-to-date, relevant, and meaningful departmental reports to staff management and board

Data Management

- Utilize marketing analytics available in CRM software
- Lead a data-driven culture in the Marketing Department
- Use technology and data to inform communication strategies

Additional duties as assigned

REQUIREMENTS:

- Bachelor's Degree in a related field
- 7-10 years of experience in marketing/communications/sales, preferably in the performing arts
- 3 years of management or supervisory experience
- Proficiency with Microsoft Office Suite, particularly Excel
- Functional knowledge of CRM systems
- High-level writing, editing, and proofreading skills

PREFERRED QUALIFICATIONS:

- Knowledge of orchestra, other performing arts genres, and venue marketing highly desirable
- Experience in nonprofit organizations
- Working knowledge of Adobe Creative Suite
- Tessitura experience preferred
- Experience with TRG Consulting preferred
- Subscription campaign experience preferred



ADDITIONAL FACTORS FOR SUCCESS:

- Professional interests that align strongly with the SSO's vision and values
- Outstanding verbal and written communication skills; ability to speak about the SSO and Fox in an articulate, compelling, and professional manner in one-on-one, group, and public settings
- Desire and demonstrated ability to identify and address personal knowledge gaps; to learn on the job; and to cultivate sources of knowledge, expertise, and skill
- Ability to understand and quickly adapt to new technology
- Solid judgement and strong customer service ethic; professional, pleasant, empathetic demeanor
- Ability and willingness to work in a very fast-paced environment with extremely high productivity demands, and collaborate with other staff
- Self-starter, problem-solver, and "can-do" attitude

WORK ENVIRONMENT AND PHYSICAL DEMANDS (carried out with or without reasonable accommodation):

- Duties are primarily carried out in an office setting with direct public interaction at concerts, events, and public presentations
- Light work; Frequent sitting or standing for long periods of time; May be required to lift up to 20 pounds
- Close visual acuity is required for performing activities such as preparing and analyzing data and viewing a computer terminal
- Position requires frequent weekend and evening hours

COMPENSATION:

Salary is commensurate with experience. Benefits include: health insurance for employee, generous time off policies, and 401K plan available after 1-year of service.

TO APPLY:

Submit a resume, cover letter, and relevant sample materials to jobs@spokanesymphony.org. Position is open until filled, but priority will be given to applications received by Friday, June 14.

Spokane Symphony/Martin Woldson Theater at The Fox provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.