

Peoria Symphony Orchestra

MARKETING MANAGER

Full time – Exempt

Reports to Executive Director

Job Summary The Marketing Manager develops and implements programs that help the orchestra achieve its budgetary goals and long range objectives of attendance and ticket sales while promoting the image and visibility of the orchestra.

Using a strategic mix of traditional and digital media this position is responsible for coordinating with the Patron Services Manager to execute season subscription and renewal campaigns, with the Marketing Assistant for concert advertising and promotion, and includes all aspects of marketing, sales, public relations, and special events.

This position is fast paced and task oriented with strict deadlines and requires experience in marketing, with an emphasis on strategy. The position requires imagination, resourcefulness, organization skills, and ability to work under pressure while maintaining a positive attitude and flexibility.

Job Duties: *subject to revision and change, duties may include but are not limited to:*

Marketing Management and Strategy

Work with the Patron Services Manager to develop and ensure implementation of all ticket sale campaigns, including season subscription and single ticket sales. Coordinate the distribution of all materials used to support the Orchestra's marketing and public relations efforts, and oversee the Marketing Assistant who will produce those materials. Ensure the brand standards, quality, consistency, and accuracy of all Orchestra communications. Responsible for meeting earned revenue goals for tickets sales and program book advertising. Utilize all available vehicles for the purpose of advertising and promoting program and campaigns including print, television, radio, electronic medial, social networking, speaking engagements, partnerships, and special promotion approaches.

- Oversight of all graphic design, print, electronics and collateral material, including concert program books. Write radio advertising copy, press releases, newsletters, concert program book content, and annual report
- Work with the Patron Services Manager and the Marketing Assistant to create season subscription renewal and acquisition campaigns including design and production of materials. Monitor and report on the progress and results.
- Work with the Patron Services Manager and the Marketing Assistant to plan and implement single ticket sales strategies, including the design—and oversee the implementation and placement of advertising and special promotions.
- Create marketing plan and budget for every concert and event
- Research, write, edit copy, and oversee the printing of concert programs
- Develop and implement audience development initiatives and develop audience retention strategies.
- Work with the Marketing Assistant to create content and maintain and update the PSO website

- Manage all social media accounts while providing content and working with the Marketing Assistant to ensure effective use and engagement on social media sites such as Instagram, Twitter, and Facebook
- Work with the Data Specialist and the Patron Services Manager to initiate surveys, data collection vehicles, analysis and interpretation of data
- Work with the Data Specialist and the Patron Services Manager to harvest data and set strategies to optimize earned revenue
- Execute the concert program advertising sales campaign, ensuring reaching revenue targets
- Work with the Marketing Assistant to design pieces as needed for Development and other PSO departments or groups
- Ensure accurate promotional exposure and acknowledgment promised to sponsors and donors
- Work with the Marketing Assistant to provide guidance and expertise to Guild assisting in their marketing needs
- Maintain up to date photography and image files
- Plan and oversee Front of House activity at all concerts including pre- and post-concert activities and volunteers
- Oversee any other audience development activities and coordinate with the Outreach Manager (ex., Ignite, Peoria Riverfront Market, PSO Wednesdays)

Public Relations

- Develop and maintain relationships with local business and arts leaders to enhance Orchestra's marketing and public relations efforts. Work to enhance public understanding of and support for the unique role of the orchestra in the community.
- Identify new and non-traditional ways to tell the PSO's diverse stories and build brand awareness
- Develop a program for communicating the Orchestra's activities to the media. Establish positive contacts with local media outlets. Pitch stories and devise and coordinate photo opportunities. Source and manage interviews, media appearances and speaking opportunities by music director, guest artists, executive director or others.
- Maintain productive relationships with print, broadcast and electronic media contacts
- Answer enquiries from media, individuals and other organizations
- Organize the planning and implementation of special public relations events

Administrative

- Negotiate contracts with vendors for printing, distribution, advertising, and other services and products ensuring competitive pricing and high quality
- Track invoices and present in timely manner to financial records
- Negotiate in-kind support for various services or products for concert and events
- Assist the Executive Director and the Patron Services Manager in establishing goals for the subscription and concert tickets sales
- Develop budgets for each concert, campaign and event; monitor progress, and adjust plans when necessary to stay within annual budget
- Update progress on ticket revenue; provide reports as requested in conjunction with the Patron Services Manager and the Data Specialist
- Train, manage, and evaluate marketing and public relations interns and marketing volunteers
- Staff the Board Audience Development Committee

Other

- Attend and work all concerts and events of the orchestra
- Report to Peoria Symphony Orchestra and Peoria Symphony Foundation Boards
- Other duties as assigned by the Executive Director

Qualities

- Ability to generate creative ideas
- Ability to generate strategic marketing plans—solid analytical and strategic thinking skills
- Detail- and results-oriented; highly organized; excellent follow-through
- Strong project management skills and the ability to manage many complex projects simultaneously
- The ability to work effectively under multiple deadlines
- Ability to work autonomously as well as to take direction as needed
- Knowledge of orchestral or classical music, or willingness to learn

Requirements

- Bachelor's degree in Marketing or related area
- 3-5 years of marketing experience—non-profit or performing arts a plus
- Proficient in the use of traditional, digital, and social media
- Experience with Microsoft Office, spreadsheet, and presentation software
- Graphic Design skills using Adobe Creative Suite a plus
- Excellent written and verbal communication skills, including writing for media
- Ability to work collaboratively with colleagues in a team environment
- Work at all PSO concerts and events
- Willingness to work some evenings and weekends

This job scope defines the major components of the Marketing Manager role and responsibilities but should not be viewed as inclusive of all responsibilities. The job scope may evolve, and responsibilities may be added or removed by the Executive Director. 05.2021