

## **Peoria Symphony Orchestra, Director of Sales and Marketing**

Full time – Exempt

Reports to: Executive Director

**Job Summary** The Director of Sales and Marketing is a collaborative position that leads the PSO in successfully executing marketing and brand strategy to promote PSO concerts, programs, special events, and initiatives. Reporting to the Executive Director, the Director of Sales and Marketing and Communications is responsible for planning, implementing, and evaluating a multi-channel promotional strategy to drive contributed and earned income growth, while building and managing the organization's visibility in our region. This position manages the communications and sales strategy, and oversees marketing activities.

The Director of Sales and Marketing generates strategies that connect patrons and audiences to memorable and impactful musical experiences throughout the community, and is responsible for the overall expression of the PSO's identity in the content it creates and through its external marketing and communications strategy.

The position is fast-paced with multiple ongoing deadlines and it is best suited for an experienced marketing professional with strong leadership skills. The ideal candidate will be creative, resourceful, highly organized, and have the 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:*

- Develop and execute comprehensive plans to reach the PSO's earned revenue goals, including ticket sales and program book advertisement. Set revenue and expense targets for marketing activities; set and manage department budgets. Lead audience growth and acquisition strategy.
- Create and execute campaign strategies for PSO brand, public relations, marketing, and advertising to increase awareness, acquisition, and revenue.
- Ensure brand standards, quality, consistency, and accuracy of all communications.
- Lead the development, strategy, and content production of all marketing collateral, ads, web content, social media, earned media, etc.
- Direct social media campaigns, email schedule, content, and distribution
- This position is responsible for crafting organizational language, messaging and press communications, and working across departments to meet communications needs
- Develop programs to drive sustainable growth in subscription and single-ticket sales
- Analyze and evaluate effectiveness of all marketing programs and campaigns
- Manage departmental calendar and timelines
- Negotiate media sponsorships. Represent the PSO with the media, and at speaking engagements as appropriate and as directed by the Executive Director.

- Work closely with Development Director to maximize growth, stewardship, engagement, and retention of donors through creative marketing strategies, as well as the Artistic department to develop accessible programming language
- Supervise Marketing Assistant and assign duties and deadlines appropriately.
- Direct and implement marketing plans and tactics for each season and concert, including awareness and branding campaigns, advertising, mailings and promotional activities, social media and digital platforms, outdoor media, photography/videography, video streaming
- Explore marketing partnerships and cross-promotional opportunities
- Direct program book process, including objectives, editorial calendar, design, content, advertising sales, and printing.
- Oversee the monitoring of Feathr campaigns, Google Analytics, social insights, and website traffic and conversions
- Direct and develop ticket sales campaigns to ensure that revenue goals are achieved.
- Oversee PSO ticketing activities. Work closely with Ticketmaster and Peoria Civic Center Box Office to ensure a positive patron experience.
- Oversee audience and ticket sales data to analyze trends, and audience profiles.
- Negotiate contracts with vendors for printing, distribution, advertising, and other services and products ensuring competitive pricing and high quality
- Track invoices and present them promptly to the finance department.
- Negotiate in-kind support for various services or products for concerts and events
- Attend and work all concerts and events of the orchestra
- Report to Peoria Symphony Orchestra and Peoria Symphony Foundation Boards as requested.

### **Qualities**

- Must be creative, an excellent problem solver, highly self-motivated, and able to work quickly in a fast-paced environment
- Experienced copywriter and skilled in working with creative talent.
- 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 and with strict deadlines.
- Ability to work collaboratively with colleagues in a team environment

### **Requirements**

- Bachelor's degree in Marketing or related area
- 3+ years of marketing experience, 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
- Outstanding written and verbal communication skills, including writing for media
- Knowledge of orchestral or classical music a plus