

Vancouver Symphony Orchestra
Marketing Director
Location: Vancouver, Washington
Job Description

Title: Marketing Director

Reports to: CEO, Vancouver Symphony Orchestra

Supervises: Marketing Coordinator

About Us: The Vancouver Symphony Orchestra (VSO) is a dynamic and innovative cultural institution dedicated to enriching the community through exceptional musical performances and educational outreach programs. We strive to inspire, educate, and entertain audiences of all ages and backgrounds with a commitment to artistic excellence and community engagement.

Marketing Objective: The VSO aspires to be the unequalled leader of arts performances in Southwest Washington. It strives to produce and host exceptional performances by driving attendance and participation across all events through a comprehensive approach that includes measurable brand awareness campaigns, promotions, and educational outreach, while also generating greater donor and institutional commitments. These efforts will serve to truly cement the VSO's position as the arts leader in Southwest Washington.

Job Purpose: The Marketing Director is responsible for developing and executing strategies that connect patrons and audiences to memorable and impactful musical experiences throughout the community. This role is also responsible for the overall expression of the VSO's identity across all content and through its external marketing and communications efforts. Additionally, the Marketing Director is responsible for achieving subscription and single ticket revenue goals by creating and executing marketing strategies and campaigns for all Vancouver Symphony Orchestra concerts and events. This is a full-time in-person position in downtown Vancouver, WA.

Duties and Responsibilities:

- Build and direct a high-performing marketing team to successfully design and execute subscription and single ticket sales strategies.
- Create and implement advertising and promotional plans for VSO concerts and events.
- Secure and produce advertising and branding materials in line with VSO's brand.
- Maintain an organized and timely production calendar for all marketing and media efforts.
- Manage website content, all media, and paid advertising.
- Oversee production of all advertising and media sponsorships.
- Oversee production, content, mailing, and timeline of direct mail campaigns and evaluate mailing lists to identify and target audiences.
- Manage public relations strategies and tactics, PR efforts, and represent VSO at speaking engagements and community involvement opportunities as directed.
- Supervise VSO's social media presence and develop an optimal schedule and strategy for all social media platforms to maximize reach and engagement.

- Manage the marketing budget and forecast marketing expenses related to concert income.
- Oversee photo and video shoots to produce content aligned with VSO's brand and marketing goals.
- Obtain and analyze sales, market trends, and audience data for the CEO.
- Perform additional related tasks as required.

Required Background:

- A post-secondary degree in design, marketing, branding, graphic design, or a closely related field.
- A minimum of five years of experience, preferably within a music or arts organization, demonstrating increasing levels of growth and responsibility including supervisory experience.
- Excellent communication skills with the ability to collaborate effectively with a diverse team, stakeholders, and community.
- Proficiency in advertising copywriting and web content management.
- Experience with Microsoft 365 (Word, Excel, PowerPoint, Outlook) and Adobe Creative Cloud.
- Strong typographic and print layout experience and skills.
- Social media, photography and video content creation talent and experience.
- Knowledge of and appreciation for classical music is a plus.
- Ability to work evenings and weekends for concerts and events.

Compensation: \$80,000-\$100,000, commensurate with experience, plus medical benefits including dental and vision and paid time off.

To Apply: Please submit a resume, cover letter, portfolio, and names/contact information of three references to: thevso@vancouverSymphony.org

Please indicate "Marketing Director Application – VSO USA" in the subject line. No phone calls, please. Applications will be accepted until the **closing date of January 15, 2025**. We thank all applicants for their interest in joining the Vancouver Symphony team, but only those selected for an interview will be contacted.

Equal Opportunity Employer: The Vancouver Symphony Orchestra is committed to fostering a diverse and inclusive workforce. We do not discriminate on the basis of race, color, national origin, religion, age, gender identity, sexual orientation, marital status, disability, genetic information, veteran status, or any other basis prohibited by federal, state, or local law. We welcome and encourage applicants from all backgrounds to apply.

