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Announcement:

Tulsa Symphony Orchestra's new Marketing Director will lead all external communications and brand management with an emphasis on direct marketing, public relations, and social media in support of our annual revenue goals, which include primarily ticket sales and fundraising. This is a great opportunity for a highly motivated self-starter with a passion for the arts and experience and/or education in communications, advertising, or marketing. For all the exciting details including the deadline to apply, review the following job description.

Position Vacancy: Marketing Director Full-time, 40 hours per week

Salary commensurate with background and experience

Application deadline Friday, May 19, 2017

Applications reviewed as received

The Tulsa Symphony Orchestra is seeking a salaried, full-time, 12-month Marketing Director who reports to the Executive Director and works in conjunction and collaboration with the Administrative Staff, Board of Director's VP of Marketing and the Marketing Committee.

The position is responsible for managing all aspects of strategic marketing planning including: continuity of brand image in everything the orchestra does, advertising, promotions, micro-marketing, public and community relations, digital and social media marketing, creative development of all communications and materials, and Database/CRM marketing utilizing Tessitura arts specific software in close collaboration with other staff members.

Duties include:

Brand and Marketing Management

- During the strategic planning process, provide related information, participate in and contribute Marketing objectives, initiatives and time lines as well as related information that will deliver the TSO strategic long term and annual objectives.
- With the Marketing Committee, and based on the TSO Strategic Plan, develop and implement a comprehensive Branded Marketing strategy and communications plan for:
 - TSO's three different performance series within a 10 month season that will increase ticket sales and build new and wider audiences.
 - All Education outreach programs that will cement TSO's role in Tulsa and Northeastern Oklahoma as the leader in arts education in collaboration with the Education Director.
 - All Development and fund raising programs, benefits and events to raise funds for TSO in collaboration with the Development Director, Board members, staff and volunteers. Includes

Tulsa Symphony
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tulsasymphony.org

- Community Engagement appearances and events in collaboration with the Orchestra Manager.
- Participation of TSO Musicians in other events and organizations to ensure TSO's status as the Keystone of the Arts in Tulsa.
- Communicate and build TSO's brand in everything TSO does, ensuring continuity of Brand Image from one program or campaign to another.
- Work closely with Directors of Education, Development, and Community Engagement, Committee Chairpersons, Committees, staff and volunteers in planning, budgeting and overseeing the development of communications plans and materials for events and programs.
- Develop and recommend efficient and cost effective media plans for targeted audiences.
 - Work to promote earned and free media coverage, mentions and placement whenever possible.
- Develop and implement social media strategies (Facebook, Twitter, Flickr, YouTube, etc.) with the collaboration and assistance of staff to cultivate online relationships with current and potential patrons in the Tulsa area, relevant organizations and local to national contacts
- Develop concepts including copy, and work with graphic designer(s) to produce all branded communications materials, including season brochures, concert & brand advertising, concert program books, direct response pieces, newsletters, and other communications vehicles that continue to grow sales of tickets and attendance, expand our audiences and build TSO's brand image.
 - Develop Creative Briefs to guide concepts and creative development in collaboration with VP for Marketing.
 - Whenever feasible, secure pro-bono work from professional agencies to assist development of the Creative Brief.
- Manage the website designer or relevant staff for effective communications of all programs and continuity of brand image.
- Manage the budget of all marketing efforts, making adjustments as necessary to meet goals as determined with the Executive Director and Marketing Committee.

Ticket Sales/Audience Expansion

- Plan and manage all aspects of season subscription and renewal campaigns, including direct response and possibly telemarketing. Oversee the acquisition of prospect lists and the creation and production of all season campaign materials.
 - Plan and implement single ticket sales campaigns, including the design and placement of print and electronic/digital advertising and special promotions.
 - Provide reports and ongoing analysis of ticket sales and subscription trends.
- Coordinate all aspects of concert program (Intermission insert) production, including written content, layout and printing.

Research

- Conduct and analyze timely audience and market research as needed; developing strategies based on survey analysis.
- Provide statistical and demographic information as requested.
- Assist in the implementation of the Musician's Survey.

Public Relations

- Develop and implement a system to extend coverage to the media via public relations. Work to establish and maintain positive contacts with local media outlets. Act as spokesperson as needed, and provide public information by request.
- Work with and train staff to ensure consistent delivery of messages relating to the orchestra's mission and brand image.

Administrative & Other Duties

- Supervise Staff or outsourced Graphics designer, website manager (designer), Marketing Committee and Board volunteers.
- Get to know and work with Musicians, especially those active in TSO committees and/or the Board, to understand the unique aspect of the TSO musician governed nationally watched model.
- Attend and work at front of house for all performances and various events of the orchestra to act as a liaison to the media and the public. Participate in artist hospitality and donor receptions as requested.
- Attend civic and cultural events in the community; represent the TSO by speaking at public events as requested.
- Work closely with the Artistic Committee to provide audience insights, audience research and ticket sales history to aid them in developing programming that builds audiences.
- Perform other duties as assigned by the Executive Director.

Critical Knowledge, Skills, and Abilities

- Strong marketing, advertising, and communications experience.
- Knowledgeable and up to date on digital/social media marketing developments
- Experience in arts marketing with an understanding of non-profit musical organizations as well as a familiarity with trends and strategies specific to the performing arts are a plus.
- Ability and motivation to work as a team player in a fast-paced, goal-oriented environment, balancing multiple projects under strict deadlines.
- Outstanding interpersonal and communication (oral and written) skills.
- Extensive and relative computer program skills and experience. Experience with Tessitura software a plus.
- Availability to work some evenings and weekends for performances and events.
- Proficient in Word, Excel, PowerPoint, and WordPress. Photoshop or similar skills a plus.

Education/Experience Requirements

Minimum bachelor's degree in Business, Marketing, Communications, Graphic Design/ Marketing combination, demonstrated successful professional experience in the field.

Tulsa Symphony Orchestra, Inc., 501(c)(3) per service orchestra

Founded in November 2005, the unique musician-led and integrated concept of the Tulsa Symphony Orchestra has gained national attention as a practical alternative to the traditional orchestral structure. The foundation of TSO is a business model for orchestra governance that involves musicians at every level of operation as artists in the concert hall, on the office staff, and as active, contributing members of the Board of Directors and every functioning committee.

Please refer to the TSO website www.tulsasymphony.org for additional information. Email or post application materials including cover letter, resume and contact information for three professional references (no letters at this time) to: tim@tulsasymphony.org subject line Marketing Director or
Tulsa Symphony Search Committee
Tim McFadden, Orchestra Manager
117 N Boston Ave
Tulsa, OK 74103

Tulsa Symphony Orchestra is an Equal Opportunity Employer.