

Announcement:

Tulsa Symphony Orchestra (TSO) seeks a Marketing Director to join its enthusiastic team of staff and musicians who are passionate for the arts, engaging Northeastern Oklahoma's thriving, culturally minded communities, and shaping a unique, forward-thinking organizational model that integrates musicians into all levels of governance.

The full-time position oversees TSO's brand management, communications, public relations, and marketing strategies, working in collaboration with administrative staff and various committees made up of musicians and Board members. An ideal candidate is a highly motivated self-starter who thrives in a collaborative workspace. Position's responsibilities are flexible based on candidate's strengths and background, with opportunities for professional development and third-party support.

Marketing Director Position:

Hours: Full-time, exempt (40 hours per week including some evenings and weekends)

Salary: commensurate with background and experience

Reports to: Executive Director

Application deadline: Friday, August 2nd, 2019 (applications reviewed as received)

RESPONSIBILITIES:

Brand and Marketing Management

- Develop and implement a comprehensive brand marketing strategy and communication plan, based on TSO's Strategic Plan, that includes:
 - TSO's various performance series within a 10-month season that will increase ticket sales and build broad audience base.
 - Outreach programs that will cement TSO's role in Tulsa and Northeastern Oklahoma as the leader in arts education.
 - Development and fundraising programs, benefits, and events.
 - Community engagement appearances and events.
 - Participation of TSO musicians in other events and organizations to ensure TSO's status as a highly respected arts organization in Oklahoma.
- Develop and recommend efficient and cost-effective media plans for targeted audiences.
- Design and implement social media strategies to cultivate online relationships with current and potential patrons, relevant organizations, and local to national contacts.
- Develop concepts including copy and graphic design for branded communications materials, including season brochures, concert and 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.
- Manage the website for effective communications of programs and continuity of brand image.
- Manage the budget of marketing efforts, making adjustments as necessary to meet goals as determined with the Executive Director and Marketing Committee.
- Provide updates and reports for Board and committee meetings.

Public Relations

- Develop campaigns to ensure strategic presence of TSO in local, regional, and national media
- Work to establish and maintain positive contacts with local media outlets. Act as spokesperson as needed, and provide public information by request.
- Build brand ambassadors in staff and musicians to ensure consistent delivery of messages relating to the orchestra's mission.

Ticket Sales/Audience Expansion

- Plan and manage season subscription, single ticket, and renewal campaigns, including pricing

- research/strategy, and overseeing ticketing setup of events.
- Create and implement box office policies and procedures
- Supervise Patron Service staff
- Oversee the acquisition of prospect lists and the creation and production of season campaign materials.
- Coordinate printed concert programs (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.

Administrative & Other Duties

- Get to know and collaborate with TSO musicians to support the unique aspect of the TSO musician-integrated model.
- Support front of house for performances and various events of the orchestra, acting 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.
- Perform other duties as assigned by the Executive Director.

QUALIFICATIONS:

Critical Knowledge, Skills, and Abilities

- Strong marketing, advertising, public relations, 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.
- Ability and motivation to work as a team player in a fast-paced, goal-oriented environment, balancing multiple projects under deadlines.
- Outstanding interpersonal and communication (oral and written) skills.
- Extensive and relative computer program skills and experience in Microsoft Suite and WordPress. Photoshop or similar skills a plus. Experience with Tessitura software a plus.

Education and Experience

Minimum requirement: Bachelor's degree in Business, Marketing, Communications, Graphic Design, Arts Administration, demonstrated successful professional experience in the field.

Tulsa Symphony Orchestra, Inc., 501(c)(3)

The Tulsa Symphony, founded in 2005, has an innovative structure which integrates orchestra musicians into all levels of governance, planning, and staff. Tulsa Symphony is a leader in classical music and music education. It presents over 30 major performances per season which touch over 55,000 people and has an education program that reaches over 20,000 children in the Northeast Oklahoma region. At the forefront of the orchestra is artistic integrity, collaborating with artists such as Joshua Bell, Amy Grant, Eric Whitacre, and Hanson.

Please refer to the TSO website www.tulsasympphony.org for additional information. Email or post application materials including cover letter, resume, and contact information for three professional references (no recommendation letters at this time) to:

tim@tulsasympphony.org (subject line Marketing Director) or

Tulsa Symphony Search Committee

Tim McFadden, Orchestra Manager

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Tulsa Symphony Orchestra is an Equal Opportunity Employer.