



JOB DESCRIPTION

JOB TITLE: Vice President of Marketing and Communications

DEPARTMENT: Marketing

REPORTS TO: CEO

POSITION SUMMARY:

The Vice President of Marketing and Communications is responsible for leading the development and implementation strategy related to the sale of individual, subscription, and group tickets across all ISO product lines. Employs direct response marketing strategies and best practices along with strategic promotional plans to meet earned revenue goals. Analyzes and communicates results and provides proactive creative marketing solutions. Promotes and enhances the public perception of the ISO in accordance with the strategic initiatives and mission of the ISO. Possesses excellent writing skills and exhibits proven experience with best practices in branding and creative development. This position reports directly to the CEO and is a member of the Executive Team.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Identify opportunities and implement marketing strategies to improve and maximize ticket sales, achieve efficiency and maximize program profitability.
- Develop and implement a comprehensive communications strategy that promotes and enhances the ISO's institutional profile locally and nationally that aligns with the marketing strategy and ticket sales efforts.
- Plan and purchase all advertising including direct mail, print, radio, broadcast and digital while cultivating key relationships.
- Protect and effectively communicate the ISO brand to further the institution's reputation.
- Manage a proactive social media strategy for the institution.
- Conduct analyses of campaigns to gauge effectiveness and benchmarking evaluations against peer institutions/programs to ensure the application of industry best practices and technologies.

- Partner with the Artistic and Operations departments on Classical, Pops, and Symphony on the Prairie season planning, in addition to development of special events and presentations.
- Partner with Development to develop communication strategies and tactics focused on fundraising and institutional messaging including events like the annual meeting, Maestro Open, and Opening Night Celebration.
- Oversee the design and messaging of all print and electronic materials including the ISO's program book, ISO's annual report, advertisements, direct mail brochures, postcards, indoor/outdoor signage, flyers, posters, and emails.
- Ensure that all marketing collateral and messaging are of the highest quality; maintain consistent messaging and branding across all channels.
- Analyze and report ongoing performance of assigned marketing programs, channels, and campaigns and make appropriate programmatic adjustments.
- Advise CEO, Music Director, and Board on internal and external communications.
- Develop and manage the marketing and communications budget and track expenditures.
- Identify and manage the implementation of operational improvements with internal departments and external partners.
- Communicate marketing and communication plans and results to other departments
- Lead and manage cross-departmental product teams as assigned.
- Lead and manage the marketing, communications, and patron services teams.
- Fulfill other duties as assigned.

MINIMUM REQUIREMENTS:

- Four-year degree in marketing or a related field preferred.
- 5-7 years of relevant professional work experience in marketing and communications preferred.
- Excellent writing skills and editing skills are required.
- Exceptional leadership skills required.
- General knowledge of classical music is preferred.
- Proficient in Microsoft Office products including Outlook, Word, Excel, and PowerPoint. Experience with Tessitura is preferred.
- Comprehensive knowledge of and tracking on new developments and trends involving all social media outlets.
- Possesses the following traits: strong communication and presentation skills, initiative, independence, confidence, enthusiasm, and ability to meet deadlines in a fast-paced environment

INTERPERSONAL CONTACTS:

INTERNAL: Frequent contact with all levels of staff and musicians.

EXTERNAL: Contact with patrons, donors, board members, volunteers, community organizations, vendors and members of the public.

CONTENT OF CONFIDENTIAL INFORMATION:

Will have access to confidential programming and marketing and communication plans, organizational financial information, staff and musician biographical information.

SPAN OF SUPERVISION:

Provides guidance to Marketing and Communications staff including the patron services staff in the Box Office. Partners with fellow senior leadership team members to assure collaborative efforts on various activities.

OUR MISSION

To inspire, entertain, educate and challenge through innovative programs and symphonic music performed at the highest artistic level.

OUR VALUES

At the Indianapolis Symphony Orchestra, we are one team committed to achieving our mission through:

- Outstanding **performance** on and off the stage.
- Extraordinary **service** to both internal and external customers.
- A compassionate workplace built on **trust** and **mutual respect**.
- A culture of **flexibility** and **openness to change**.

The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law.

**Applications for this position should be sent to
jobs@indianapolissymphony.org.**