



JOB DESCRIPTION

JOB TITLE: Director of Marketing

DEPARTMENT: Marketing and Communications

REPORTS TO: Vice President of Marketing and Communications

POSITION SUMMARY:

The Indianapolis Symphony Orchestra's Department of Marketing and Communications is seeking a Director of Marketing to join our dynamic and creative team. This position works closely with the Vice President of Marketing and Communications to create and implement strategic marketing plans that meet revenue goals, grow the ISO brand, and achieve audience growth and engagement. The successful candidate has proven experience with marketing, audience segmenting, and brand awareness campaigns. Essential to this collaborative position is a keen understanding of new technology and platforms, the ability to translate ideas into broader organizational goals, and the skills to develop a strategy that effectively promotes the ISO across the Midwest and beyond.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Working with the Vice President of Marketing and Communications and Director of Analytics and Database Management to develop strategic marketing plans that meet ticket revenue and audience development goals.
- Conduct analyses of campaigns to gauge effectiveness and benchmarking evaluations against peer institutions/programs to ensure the application of industry best practices and technologies.
- Identify audience segments and execute ongoing segmenting campaigns using the ISO's patron database, Tessitura.
- Collaborate with Development, Artistic, Education/Community Engagement, Patron Services and Group Sales Manager to develop marketing plans and ensure the needs of all key stakeholders are addressed.
- Working with the Senior Graphic Designer, maintain brand guidelines for all marketing collateral and ensure all materials meet departmental standards for quality, consistent messaging and branding across all channels. Liaise with the ISO's design team to produce creative assets for marketing campaigns.

- Analyze and report ongoing performance of assigned marketing programs, channels and campaigns and make appropriate programmatic adjustments. Measure success with metrics and regularly report outcomes (conversions to purchase, open, sign-up, etc.).
- Identify and manage the implementation of operational improvements with internal departments and external partners.
- Communicate marketing plans and results to other departments.
- Lead and manage the Content Strategist; hire and train summer intern.
- Develop overall content marketing strategy and maintain a master calendar for all ISO platforms, including the website, social media and direct email. Assign related tasks to Content Strategist.
- Working alongside the Content Strategist, formulate social media strategy for the ISO as it relates to concerts, fundraising, educational programs, audience engagement and customer service.
- Create and evaluate direct email marketing strategy for concert promotion and brand awareness.
- Work with the Content Strategist to develop content for all operational and promotional email campaigns.
- Help create and implement video projects that support institutional goals.
- Manage relationship with external vendor to implement paid social media ad campaigns.
- Act as departmental liaison for external requests and project management in Asana. Ensure that all projects are delivered on time, within scope and budget.
- Coordinate with media buy contractor to ensure that all paid campaigns are reflected in the master calendar and that deliverables are documented in Asana. Manage media buy deliverables and track results throughout the season.
- Manage day-to-day interactions with key digital vendors and service providers.
- Partner with web vendor to develop and implement strategies for user-friendly sales and web development.

MINIMUM REQUIREMENTS:

- Four-year degree and 7+ years of relevant professional work experience in marketing, public relations, or communications are required.
- Excellent writing skills, proofreading and editing skills (incl. Microsoft Office Suite applications) are required.
- Experience with direct email campaigns, website content management systems, task management systems, and social media best practices is required. (WordFly, WordPress, Asana, Meltwater)
- Basic graphic design (Canva) and video editing skills are helpful.
- General knowledge of non-profits is preferred. A passion for the arts is a must.
- Possesses the following traits: the ability to manage multiple projects or tasks simultaneously and meet deadlines in a fast-paced environment, communicates clearly and respectfully, takes the initiative, exhibits a collaborative and collegial spirit; and is confident, enthusiastic, and creative.

- Knowledge of Google Tag Manager, Google Analytics, social media ad campaigns, media buys, and Adobe Creative Suite is preferred.
- Tessitura or similar CRM experience helpful.

INTERPERSONAL CONTACTS:

INTERNAL: This position works closely with Development, Education/Community Engagement, Artistic, and the Marketing and Communications team. Occasional interaction with the executive team.

EXTERNAL: This position will interact closely with all types of media outlets, vendors, and social media platforms. Occasional interaction with patrons.

CONTENT OF CONFIDENTIAL INFORMATION:

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

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.