



Job Title: **Marketing and Communications Manager**

Job Type: **Full-time, Exempt**

Duties and Responsibilities: Lansing Symphony Orchestra's (LSO) Marketing and Communications Managers develops and implements programs that help the orchestra achieve its attendance and ticket sales goals, while also promoting its image and visibility. As such, this position is responsible for season subscription and renewal campaigns, advertising and special promotions, direct mail, and merchandising. The position calls for marketing experience and familiarity with trends and strategies specific to the performing arts, direct sales and/or customer service, and an appreciation and enthusiasm for music, arts and community. A strong emphasis on digital media is essential. This position reports to the Executive Director and works with the Board of Directors and the Music Director.

Duties:

- Set and maintain consistent brand image of the Lansing Symphony Orchestra through the development, production, and distribution of all internal and external communications and promotional materials.
- Set and implement all individual and series concert/event advertising, including, but not limited to newspaper, television, radio, billboard, web, and direct mail. Oversee production and placement of same with an outside agency.
- Develop and maintain relationships with key media outlets and contacts. Work with outside agency to schedule, write, publish, and distribute all LSO related news releases in timely manner to ensure maximum impact and effect.
- Arrange for and facilitate Public Relations opportunities for LSO artistic and administrative staff.
- Write and publish dynamic content for LSO website.
- Develop and implement engaging communications with LSO patrons and public through LSO branded emails.
- Maintain presence on key social media platforms.
- Oversee development and secure receipt of all editorial and advertising content for annual Program Book to meet production schedules.
- Work with the Executive Director and members of the Board of Trustees to set season ticket renewal strategies and to monitor results with respect to sales goals and projections.

- Develop, schedule, and implement multi-media season ticket acquisition campaign, including display advertising, direct mail, telemarketing, and management of volunteer efforts to ensure maximum results. Monitor sales in accordance to strategic objectives, sales goals, and projections.
- Working closely with the Music Director, oversee the creation, design, production, and distribution of annual season brochure in conjunction with an outside agency.
- Working closely with an outside agency, develop, schedule, implement, and monitor multi-media sales campaigns for all LSO related concerts and events, including writing and distribution of media releases, all display, print, broadcast, electronic, and street advertising.
- Monitor the latest developments in marketing and social media tools, trends, and applications and appropriately apply that knowledge.
- Provide clear, concise and accurate reports on all revenue data, including trends, demographics, projections, single and subscription sales and more.

An ideal candidate will have:

- Excellent written and verbal communication skills, with the ability to translate artistic vision and goals into effective messaging.
- Experience with all areas of marketing and communications, including media buys, press releases, and media relations.
- Experience with dynamic social media campaigns.
- Strong organizational skills and attention to detail.
- Ability to multi-task and execute plans effectively in a fast-paced environment.
- Strong understanding of current best practices in marketing and communications.
- Bachelor's degree in marketing, communications, public relations, arts administration, or a related field OR work experience with demonstrated growth in one of the above areas.
- Knowledge of orchestral and classical music is helpful.

This is a full-time employment position located in Lansing, Michigan. Due to the nature of the performing arts, some evening and weekend work is required. This job scope is not intended to imply that these are the only duties to be performed by the individual in this position. Other job-related duties and responsibilities may be assigned. The salary range is \$42,000 to \$47,000 based on experience, plus benefits.

To Apply: Please email your resume and any additional supplemental information (optional) to the Executive Director, courtney@lansingsymphony.org. Review of applications will begin on September 25, 2024. This posting will remain active until the position has been filled. Lansing Symphony Orchestra is an Equal Opportunity Employer.