



## Director of Marketing The Richmond Symphony

Join a highly accomplished team in a city dedicated to growing arts and culture as the Director of Marketing and help build audiences and brand image for the Richmond Symphony across Central Virginia. One of the only orchestras to continue playing to both live and virtual audiences throughout the pandemic, the Richmond Symphony has purposely worked to reimagine the music experience for ways to connect more deeply with the Richmond community, and to bring the power and enrichment of music to participants of all ages, regardless of their prior knowledge of or interest in classical music or traditional symphony performance.

### Tell me more!

As the Director of Marketing your primary goal will be to grow and develop audiences through systematic sales efforts, market analysis, storytelling, brand image efforts, public relations, and communications strategies across all platforms. As the primary holder of the Symphony's public story arc, you will manage a team of five administrative staff responsible for creating content, building brand, and driving marketing and sales across all departments of the Symphony. In addition, your team is directly responsible for planning, implementing, and evaluating a multi-channel promotional strategy to drive contributed and earned revenue growth, while building and managing the organizations brand image in the community.

The position provides leadership within the organization and represents the Symphony around the community, building relationships and making connections. The Director works closely with Board members, the Executive Director, and the Symphony's leadership team.

### What exactly would I do?

Your day-to-day work would vary depending on seasonal activities. You will establish and implement comprehensive plans to build audiences, maximizing revenue potential and patron retention. You will also build a media strategy through print pieces, digital content, and media

assets that promotes the Symphony as an innovator, highlighting our unique commissions, works of living composers, or specific performances by the Symphony, Chorus or School of Music. Your knowledge of the scope of work and programming from concerts to educational programs to community engagement priorities will help you shape the storytelling of the Symphony online, in print, and in person. Management of your team and administrative duties such as goal setting, budgeting, forecasting, expense review and reporting are all responsibilities of the position. Weekends and evenings will require a visible presence at a robust schedule of concerts and other Symphony related events and activities.

### What qualifications and skills do I need?

A commitment to our core values of welcoming, passion, innovation, inclusivity and quality is required. A team-oriented leader with strong communication skills and a minimum of four years in a supervisory capacity is also required. Seven to ten years of successful impact in marketing or sales with an emphasis in the performing arts sector and/or specialized knowledge of Richmond region patrons and tourism is highly desired. An understanding of music proficient enough to write sales copy and drive story telling would be extremely beneficial. We are seeking an individual committed to learning, with the ability to accomplish departmental and organizational goals, and someone who is equally comfortable thinking about the big picture and executing on the smallest of details.

### What's the compensation and benefits?

This is a full time position with an annual salary of \$85,000 - \$95,000. Benefits include health, dental, telemedicine, vision, disability and instrument insurances, a flexible spending or health savings account, paid time off and sick policies, free parking, and a 403(b) plan. A combination of in-person and remote work is possible. Significant presence and participation at evening and/or weekend concerts, events and other activities is expected.

### How do I apply?

Send an email to [apply@richmondsymphony.com](mailto:apply@richmondsymphony.com) with the following information: cover letter (including how you became aware of the position), resume, and three professional references with their contact information. Applications will be accepted until the position is filled. Any offer of employment is contingent upon a background check.