



JOB ANNOUNCEMENT

Chicago Sinfonietta, the nation's most diverse orchestra, has an exciting open position for a full-time Marketing Director.

Marketing Director (MD) Job Description

Position Overview

This full-time position is responsible for all marketing and communications activities for the organization, from budgeting and planning to implementation.

Responsibilities

Create and implement annual marketing plan including:

- Creating department expense budget and revenue goals
- Creating advertising plan
- Meeting and negotiating with media partners and sponsors
- Negotiating with outside vendors (printer, mailhouse, list management, PR firm, etc.)
- Create yearly department initiatives, goals, measures, and timeline
- Scheduling and leading monthly department meetings
- Working with staff and board to create and implement annual institutional marketing efforts

Manage annual Subscription renewals and acquisition including:

- Working with CRM and Box Office to initiate renewal process in a timely manner
- Creating renewal materials including letters, season previews, etc.
- Managing mailings, telemarketing, digital communication, and other outreach efforts
- Tracking progress towards earned revenue goals
- Creating and implementing an acquisition plan throughout the season
- Managing brochure design, printing, and mailing
- Creating mid-year and end of year reports to measure new vs. returning SUBs, trends, etc.

Manage programmatic marketing and single ticket revenue including:

- Overseeing and contributing to creation and distribution of all collateral (postcards/mailings, concert posters, program book, student concert notes, flyers, etc.)
- Overseeing digital communications (social media, eblasts, etc.)
- Overseeing advertising materials and due dates (print, digital, media, etc.)
- Creating and distributing Brand Ambassador toolkits for each concert as well as following up with new patrons to cultivate new single ticket buyers, subscribers, donors, etc.
- Working with PR firm, managing press releases and materials for season announcement, concerts, events, and other organization news
- Managing graphic design for concert artwork with outside designer

- Managing creation and editing of program notes
- Overseeing Box Office operations and tracking of progress towards earned revenue goals
- Coordinating photographer (and videographer when applicable) for concerts
- Creating and distributing post-concert surveys
- Working with Marketing Manager to create annual ROI/audience survey reports

Support CS Development department, sponsorship, and fundraising efforts including:

- Supporting design of collateral (sponsorship decks, invites, signage, event program books, etc.)
- Creating and distributing digital communications (eblasts, web pages, etc.)
- Coordinating sponsorship benefit fulfillment

Other activities:

- Oversee and help maintain website including keeping up to date on good SEO practice, Google ads, Google Analytics, and other tools
- Manage CS brand across all platforms including print, digital, written content, patron experience, outreach, etc.
- Support CS Project Inclusion program through collateral creation, generation of new leads for performance opportunities (PIE), managing of Project Inclusion Administrative Freeman Fellows, etc.
- Attend and support all CS concerts
- Attend all Board meetings and prepare materials as needed (annual meeting, reports, presentations, etc.)
- Attend Associate Board and Friends meetings as needed and support activities
- Oversee Marketing & Audience Engagement Manager, Box Office & Customer Experience Manager and Project Inclusion Administration Freeman Fellow(s)

Qualifications

Applicants should have a commitment to the arts and an interest in Chicago Sinfonietta's mission. This individual must have marketing experience in a non-profit, arts environment, excellent proven writing and verbal communication skills.

Strong proficiency in design programs including InDesign, Photoshop, Illustrator, and other applicable programs, as well as in Microsoft Office Suite of products including Outlook, Word, Excel and PowerPoint is a must. Experience with a CRM system preferred.

Experience in and preference for a non-profit, arts environment is required. Ability to work in a team setting and willingness to work a flexible schedule with minimum supervision is also required. Occasional participation in evening and weekend community events is expected. A good sense of humor is how we get through our days. CS needs someone who is ready to jump in right away and help this small but mighty team accomplish its year end goals. The Sinfonietta is a special place to work and we look forward to adding a new member to our team!

A BA degree is required, MA preferred; 3-5 years of marketing experience is preferred.

Application Deadline: Position open until hired. Available immediately.

Compensation: Based on experience

Please follow submission directions closely: Please submit cover letter with salary requirements, along with a resume and applicable marketing and design samples to: cperkins@chicagosinfonietta.org. Electronic submissions only. Absolutely no phone calls are accepted. EOE