

Marketing and Communications Director (full time)

Reports to: Executive Director

Role Profile: Strategic planning for IPO's continued growth of existing programs and expansion of new programs necessitate a highly skilled and passionate Marketing and Communications Director to oversee subscription and single ticket campaigns, direct new marketing initiatives to gain increased visibility from new and emerging markets, and lead efforts to ensure consistent delivery of messages relating to IPO's mission and Strategic Goals.

Prime Responsibilities:

Marketing

- Implement all aspects of season subscription and single ticket campaigns, including direct mail. Oversee the acquisition of prospect lists and production of all campaign materials.
- Write copy for, and work with designer(s) to produce, all marketing and development materials, including season brochures, advertisements, community engagement and education materials, special events communications, development communications, website, direct mail pieces, e-newsletters and eblasts.
- Work with the Box Office Manager to provide ongoing analysis of ticket sales and subscription trends, as well as in the development of targeted special offers.
- Work with Education Manager to ensure visibility of educational programming.
- Work with Development Director to ensure visibility and attendance at Special Events. Maintain Auction website for annual Gala.
- Maintain mail, email, and segmented contact lists.
- Conduct audience and market research as needed; develop strategies based on survey analysis. Provide statistical and demographic information as requested.
- Monitor budget of all marketing efforts, making adjustments as necessary to meet goals as determined with Executive Director.
- Liaise with Board Marketing Committee, providing leadership and assisting in the development of audience-building strategic goals. Report to Board Committee on progress of all ticket sales campaigns and other marketing efforts.
- Recommend marketing policies and promotion strategies to the ED and Board Marketing Committee with the goal of reaching new audiences for IPO.
- Recommend branding initiatives as needed.
- Coordinate all aspects of program book production, including written content, layout and printing.
- Oversee and implement Program Ad solicitation and cultivation.
- Oversee and implement Check Out IPO and IPO Dine Programs with area libraries and restaurants.

Public Relations & Communications

- Develop Communication Plan for internal and external stakeholders.
- Work to establish and maintain positive contacts with local media outlets. Act as a spokesperson for IPO and as main point of contact for external PR Firm, when applicable.
- Develop and distribute press releases to area media outlets. Post on digital news sites where applicable.
- Lead efforts to ensure consistent delivery of messages relating to IPO's mission.
- Develop and implement social media strategies to cultivate online relationships with patrons and potential patrons in the IPO service area and with relevant organizations and contacts locally and nationally.

Additional Responsibilities:

- Attend IPO concerts and events, acting as Front of House Manager for IPO concerts and events, coordinating ushers and other volunteers as needed.
- Attend civic and cultural events in the community; represent IPO by speaking at public events as requested.
- Act as point-of-contact office representative when Office Manager is unavailable.
- Archive all internally produced and external collateral featuring IPO for future reference.
- Stay abreast of industry trends and apply as needed.

Experience:

- 3-5 years marketing experience, preferably with an arts organization.

Skills:

- Excellent organizational, administration, telephone and interpersonal communication skills
- Self-starter with the ability to collaborate as needed
- Professional demeanor, flexible and able to respond to multiple demands
- Careful attention to detail including solid writing, editing and presentation ability
- Strong creative problem-solving skills
- **Proficiency with Microsoft Office suite, and graphic design platforms; ability to learn new software quickly**

Work Hours:

- **Weekly office hours required. Work from home opportunities available as mutually agreed. Some evening and weekend events required including concert/event attendance.**

Compensation: \$43,000-\$60,000. Salary commensurate with experience and competitive within the nonprofit sector. Benefits: Health insurance and paid time off. Full time, exempt.

Timeline: Materials will be accepted through May 20, 2021. Interviews will begin as early as May 11.

Position start date: June 1, 2021

Interested persons should email resume and letter of interest, with subject line "MC Director Inquiry" to: Christina Salerno, Executive Director csalerno@ipomusic.org

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