



Marketing Manager

Job Description

The Marketing Manager is responsible for planning, administering, and evaluating marketing programs that meet or exceed attendance, and ticket revenue goals for orchestral events. Through this work, they will increase the visibility of the orchestras - consistent with Topeka Symphony's policies and long-range objectives.

The Marketing Manager will plan and execute marketing activities, including but not limited to advertising; season subscription and renewal campaigns; single ticket sales; event marketing; sponsorship recognition; community events; concert program and brochure creation.

Position Title: Marketing Manager

Status: Full time, Exempt

Work Environment: Office setting

Reports to: Executive Director

Responsibilities

- Supervise the content, design and printing of the Topeka Symphony Orchestra (TSO) and Topeka Youth Orchestras (TYO) program books working with the printing company, staff, musicians, volunteers, conductors, and program note writers.
- Oversee the timely production, delivery and distribution of all marketing materials including brochures, print ads, posters, postcards, signs, electronic media advertising, press releases, e-newsletters, surveys, programs, and special promotions, ensuring the quality consistency and accuracy of all communications.
- Manage the website and social media to update information, create pages, improve functionality, and optimal patron experience.
- Produce and send the bi-weekly electronic newsletter and produce and send the monthly TYO newsletter to parents.
- Work with Friends of Topeka Symphony to help support and promote the gala and other activities.
- Create a marketing plan for each concert and event.
- Attend TSO and TYO concerts.

- Attend TSO and TYO rehearsals as necessary for marketing purposes.
- Process season and single ticket sales over the phone or in-person; assist patrons with online ticketing as needed.
- Work with the Executive Director and Music Director to execute strategy for annual subscription (season tickets) acquisition, renewal, and single-ticket campaigns.
- Provide regular ticket reports to the Executive Director.
- Work with the Executive Director to negotiate contracts with outside vendors for printing, radio, and television.
- Work with the Executive Director to develop marketing budget.
- Serve as staff liaison for the marketing committee.
- Work with media to build relationships through press releases, photo opportunities, media appearances, and speaking opportunities for Music Director, Executive Director, or others.
- Represent the organization in the community by attending events, or meetings.
- Perform other duties as assigned by the Executive Director.

Qualifications

- A degree in marketing, graphic design, communications, or other relevant field; or 3 years of relevant experience.
- Experience with arts organizations and non-profits is preferred.
- Excellent communication skills.
- Proficiency with content creation software, such as Adobe Creative Cloud, Microsoft Office software, and competency with email and marketing programs.

Compensation

The annual salary for this full-time, exempt position is \$40,000 - \$45,000 per year. Retirement benefits, short-term and long-term disability insurance, and life insurance are provided, as well as paid personal time off.

Application Instructions

To apply, please send a cover letter and resume or C.V. to Kevin Burton at Kevin@topekasympphony.org.