

MADISON SYMPHONY ORCHESTRA

John DeMain | Music Director

Madison Symphony Orchestra Marketing and Communications Specialist—Open Position April 2017

The marketing and communications specialist is a full-time salaried position with the Madison Symphony Orchestra (MSO), and reports to the director of marketing. The role and responsibilities of the marketing and communications specialist require a variety of skills and capabilities to create a positive image and greater awareness of the MSO and its programs, maximize concert ticket sales according to goals, support educational programs and fundraising efforts, and generate attendance at all programs and special events. The specialist works as part of a small team under the direction of the director of marketing.

Responsibilities:

1. **Writing and Editing:** Effectively write and edit a variety of marketing and communication pieces, including but not limited to:
 - a. News releases
 - b. Copy for broadcasting purposes including commercial TV and radio ads and public TV and radio spots
 - c. Concert program and brochure copy
 - d. Promotional copy for posters, postcards, direct mail, emails, social and other media
2. **Publications—Writer, Editor, Coordinator:**
 - a. **Score Newsletter:** Production management of multiple issues of MSO's print newsletters throughout the year. Responsibilities include scheduling production timeline, creating copy, soliciting copy from multiple sources, verifying accuracy of information, coordinating all aspects including proofing, working with graphic designer and printer to ensure high quality, contributing to selection of mailing lists, and ensuring distribution via USPS and email and online posting.
 - b. **Concert Program Books:** Production management of multiple editions of season and organ publications. Produce various program books by scheduling production timeline, creating copy, soliciting copy from multiple sources, developing internal MSO ads, verifying accuracy of information, coordinating all aspects, working with graphic designer and printer to ensure high quality.
3. **Website—Writer, Editor, Content Creator:** Create content for all aspects of the MSO's website, including but not limited to:
 - a. Use content management system to create and change web pages
 - b. Create copy or solicit copy from others
 - c. Create graphics as needed
 - d. Post copy, graphics, photos, and all necessary material
 - e. Ensure accuracy of information
 - f. Coordinate implementation of all online order forms
 - g. Post and coordinate password protection for auditions and excerpts
 - h. Create new concert pages for all Symphony and organ concerts for both MSO and Overture websites
 - i. Update copy, pricing, and all aspects of the site that continually change as events, programs, and information changes, while periodically checking links to ensure accuracy
 - j. Serve as liaison with web services manager at Overture, providing necessary information for Overture webpages
 - k. Serve as liaison with technical services provider(s)
 - l. Track web statistics, trends, metrics, and reports
 - m. Contribute to effective navigation
 - n. Engage in strategies to ensure effective search engine optimization (SEO)

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4. **Communications:**
 - a. Email: Plan, conceptualize, create, and distribute mass email communications, including concert advertisements and pre-concert customer service information. Keep up with evolving best practices. Maintain lists, track data, metrics, and provide reports.
 - b. Social Media: Manage social media channels (Facebook, Twitter, Instagram) and create and regularly post content. Boost select posts as directed. Share evolving best practices and track likes/followers weekly. Provide statistics, trends, metrics, and periodic reports.
5. **Season Subscription and Single Ticket marketing, for MSO and Organ concerts:**
 - a. Research, collect, and help secure permissions needed for music, videos and other creative assets, to post on website, use on TV and radio spots, and in other material
 - b. Research, collect, and store material related to new guest artists including photos, bios, and critical acclaim
 - c. Coordinate creation of Subscriber Welcome Kit
 - d. Assist in conceptualization and creation of the season brochures
 - e. Write aspects of the season brochures as required
 - f. Assist with season brochure copy editing
 - g. Assist in selecting photos for brochures and other promotional materials
 - h. Assist with season launches
 - i. Create and coordinate postcard mailings for select MSO concerts, as required
6. **Advertising and promotions for organ programs:**
 - a. Engage in promotions and publicity to generate attendance at free programs throughout the year, including but not limited to: hymn sings, and summer Farmers' Market organ concerts
 - b. Assist in promotions for biennial organ fundraising event, Voices of Spring
 - c. Promote and publicize paid organ concerts as assigned
 - d. Assist with proofing and printing of organ *Stoplist* newsletter, as required
7. **Support for other entities:**
 - a. **Madison Symphony Orchestra League (MSOL):** Assist director of marketing in any necessary aspects of MSOL events requiring marketing and communications expertise, including web pages, invitations, programs, ad creation, promotions, and publicity for events such as: Concert on the Green, Symphony Gala, etc. Work directly with MSOL communications chair to conceptualize, create, and proof MSOL Luncheon flyers throughout the year.
 - b. **Education:** Assist with web pages, emails, and other materials as needed for various education efforts. Coordinate creation of The Final Forte program book.
 - c. **Development:** Ensure concert sponsorship is listed in various materials, including: webpages, programs, and emails
 - d. **Madison Symphony Chorus:** Post content to Chorus secure webpage and assist with concert promotions as needed
8. **Administration:**
 - a. Complete all scheduling on multiple calendars, including Google calendar, web calendars, and online community calendars
 - b. Maintain MSO photo archives including storing of photos, method for organizing photos, finding photos for media and staff, and providing photo credits
 - c. Serve as third backup to answer main office phone, which includes taking subscription orders
 - d. Provide training to interns and co-workers as needed
 - e. Provide customer service presence at MSO table in Overture Hall lobby concert weekends
 - f. Assist director of marketing as needed
9. **Perform other duties as assigned**

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Requirements:

- Excellent writing and interpersonal communication skills
- Strong attention to detail
- Excellent organizational skills; ability to meet deadlines in a fast-paced work environment
- Ability to work as part of a team in a cooperative and collaborative environment
- Experience in handling the myriad of details involved in producing complex, quality publications
- Appreciation for classical music and value of live performances
- Professional experience in public relations, publicity, promotions, and/or communications
- Positive, can-do attitude
- Willingness to adapt to emerging communication methods and technologies
- Proficiency with Microsoft Office Suite
- Experience with website content management systems (i.e. WordPress)
- Experience with email communication systems

Preferred:

- Experience using Adobe Creative Suite programs
- Experience with CRM or customer database systems
- Experience with writing about the performing arts
- Background experience with music, or playing a musical instrument
- Bachelor's degree in journalism, communications, marketing, public relations, or related field

Other: This is a full-time position that comes with salary, paid health insurance, free parking in downtown Madison, and paid vacation, in addition to other benefits.

To apply:

Email one-page letter of interest explaining how your skills and background are a good fit for the position, resume, and two writing samples to: prodgers@madisonsymphony.org

or mail to:

Director of Marketing
Madison Symphony Orchestra
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