



JOB DESCRIPTION

JOB TITLE: Director of Marketing

DEPARTMENT: Marketing and Communications

REPORTS TO: Vice President of Marketing and Communications

POSITION SUMMARY:

The Indianapolis Symphony Orchestra's Department of Marketing and Communications is seeking a Director of Marketing to join our dynamic and creative team. This position works closely with the Vice President of Marketing and Communications to create and implement strategic marketing plans that meet revenue goals, grow the ISO brand, and achieve audience growth as outlined in the ISO's new strategic plan. The successful candidate has proven experience with strategic marketing plans that include marketing technology, audience segmenting and development, and brand awareness campaigns. Essential to this collaborative position is a keen understanding of new technology and platforms, the ability to translate creative ideas into broader organizational goals, and the skills to develop a strategy that effectively promotes the ISO across the Midwest and beyond.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Work with the Vice President of Marketing and Communications and Director of Database Management and Ticket Services to develop strategic marketing plans that meet ticket revenue and audience development goals.
- Conduct analyses of campaigns to gauge effectiveness and benchmarking evaluations against in-house goals, as well as peer institutions/programs to ensure the application of industry best practices and technologies.
- Create, execute, and evaluate direct email marketing strategy for concert promotion and brand awareness.
- Identify audience segments and execute ongoing segmenting campaigns using the ISO's patron database, Tessitura, and the ISO's marketing automation platform, Prospect2.
- Communicate the ISO's brand guidelines to all internal and external partners.
- Collaborate with internal departments including Development, Artistic, Education/Community Engagement, and the Group Sales Manager to develop marketing plans and ensure the needs of all key stakeholders are addressed.

- Working with the ISO's design team, maintain brand guidelines for all marketing collateral and ensure all materials meet departmental standards for quality, consistent messaging and branding across all channels. Liaise with the ISO's design team to produce creative assets for marketing campaigns.
- Analyze and report ongoing performance of assigned marketing programs, channels and campaigns and make appropriate programmatic adjustments. Measure success with metrics and regularly report outcomes (conversions to purchase, open, sign-up, etc.).
- Maintain relationships with freelance partners to delegate tasks and meet deadlines (Email builds, graphic design, etc.)
- Coordinate with Director of Communications to create a content marketing strategy and maintain a master calendar for all ISO platforms, including the website, social media and direct email.
- Act as departmental liaison for in-house projects and project management in Asana. Ensure that all projects are delivered on time, within scope and budget.
- Coordinate with media buy contractor or marketing agency to ensure that all paid campaigns are reflected in the master calendar and that deliverables are documented in Asana. Manage media buy deliverables and track results throughout the season.
- Partner with web vendor to develop and implement strategies for user-friendly sales and web development.
- Attend ISO performances throughout the season.

MINIMUM REQUIREMENTS:

- Four-year degree and 7+ years of relevant professional work experience in marketing, public relations, or communications are required.
- Excellent writing skills, proofreading and editing skills are required.
- Experience with direct email campaigns, website content management systems, task management systems, and social media best practices is required. (Prospect2, WordFly, WordPress, Asana, Meltwater)
- Basic graphic design (Canva) and video editing skills are helpful.
- General knowledge of non-profits is preferred. A passion for the arts is a must.
- Possesses the following traits: the ability to manage multiple projects or tasks simultaneously and meet deadlines in a fast-paced environment, communicates clearly and respectfully, takes the initiative, exhibits a collaborative and collegial spirit; and is confident, enthusiastic, and creative.
- Knowledge of Google Tag Manager, Google Analytics, social media ad campaigns, and Adobe Creative Suite is preferred.
- Tessitura or similar CRM experience helpful.

INTERPERSONAL CONTACTS:

INTERNAL: This position works closely with Development, Education/Community Engagement, Artistic, and Venue Operations, in addition to the Marketing and Communications team. Occasional interaction with the executive team.

EXTERNAL: This position will interact closely with all types of media outlets, vendors,

and ISO platforms. Occasional interaction with patrons.

CONTENT OF CONFIDENTIAL INFORMATION:

Will have access to confidential programming and marketing plans, organizational financial information, staff and musician biographical information

OUR MISSION

The Indianapolis Symphony Orchestra inspires and unites our community through our music.

OUR VISION

The Indianapolis Symphony Orchestra sets new standards as a dynamic leader in the arts, serving our community by creating innovative, engaging and accessible musical and educational experiences.

OUR VALUES

These are the fundamental beliefs and principles that guide the ISO's actions and decision-making. They are the foundation of our culture and identity, and help us stay true to our mission and vision.

- Inspiration: We strive to offer inspiring musical and educational experiences for everyone.
- Unity: We believe that collaboration makes us stronger.
- Integrity: We will build a culture where everyone is treated with trust and respect.
- Stewardship: We are committed to sustaining the ISO as a treasured community resource and are committed to its success.

The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law.

Applications for this position should be sent to jobs@indianapolissymphony.org.

