



DES MOINES SYMPHONY

JOSEPH GIUNTA MUSIC DIRECTOR & CONDUCTOR
THE LINDA AND TOM KOEHN ENDOWED CHAIR

ORCHESTRA & ACADEMY

MARKETING MANAGER

Vacancy Announcement

THE POSITION:

The Marketing Manager works directly with the Director of Marketing & Public Relations to ensure consistent growth in subscriber and single ticket volume and revenue by planning and managing strategic marketing campaigns. The Marketing Manager is responsible for providing regular reporting and forecasting of ticket sales along with ROI calculations and post-campaign analysis, and is responsible for maintaining accurate subscriber and single ticket buyer information. The Marketing Manager works closely with the Symphony's ticketing partners, builds and maintains community alliances, and is the primary customer service contact for Symphony subscribers.

The Symphony's Marketing Department is responsible for maintaining the Des Moines Symphony brand, expanding community outreach efforts, providing customer service to Symphony patrons, growing social media reach and managing all Des Moines Symphony & Academy public relations efforts.

QUALIFICATIONS:

We seek energetic, motivated, proactive, highly organized and creative self-starters who work well on a small team. Candidates should possess a Bachelor's degree and at least 2 years of experience in sales, marketing or a comparable field and a demonstrated knowledge of marketing analytics. Non-profit experience is preferred, as is knowledge of local and national arts and audience trends.

The Marketing Manager position requires outstanding organizational and planning abilities, impeccable attention to detail and accuracy, strong project management skills, and excellent written and verbal communication. Candidates will be able to manage and produce compelling marketing assets, develop targeted content for Symphony communications across digital and print platforms, and effectively prioritize competing campaigns and deadlines. The Marketing Manager must provide excellent customer service for our patrons and subscribers. Experience in database management (especially PatronManager / Salesforce), Microsoft Office programs (especially Excel), and social media tools are required. Evening and weekend hours for performances and events are required.

THE ORGANIZATION:

The Des Moines Symphony is a not-for-profit, professional orchestra formed in 1937 to enrich, educate and inspire the community by performing great orchestral music. The Symphony Association, governed by a volunteer Board of Trustees and operating on an annual budget of more than \$3.5 million, supports the Symphony Academy and its numerous music education programs including four youth orchestras, and supports the Des Moines Symphony Orchestra which performs seven pairs of Masterworks concerts, a three-concert Pops Series including the traditional New Year's Eve Pops, education, outreach and family concerts, and other special events in its home at the Des Moines Civic Center. The Des Moines Symphony also produces and performs the annual Yankee Doodle Pops concert in July on the grounds of the Iowa State Capitol, which for the past several years attracted more than 100,000, the largest single day attendance of any concert event in the State.

COMPENSATION:

The salary range for this position is \$30,000 to \$35,000, commensurate with experience. Medical, dental, life insurance, 401(K) and vacation benefits are provided.

APPLICATION PROCESS:

Interested candidates should send a cover letter and resume to:

Megan Helmers, Director of Marketing & Public Relations
Des Moines Symphony & Academy
The Temple for Performing Arts
1011 Locust Street, Suite 200
Des Moines, IA 50309
megan@dmsymphony.org

Writing samples will be requested.

Application screening will begin immediately with an anticipated start date in August or September 2018.