



DES MOINES SYMPHONY

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

VACANCY ANNOUNCEMENT

DIRECTOR OF MARKETING & PUBLIC RELATIONS

THE POSITION:

The Director of Marketing & Public Relations of the Des Moines Symphony & Academy serves as a key full-time member of the Symphony's administrative leadership team. Reporting to the Executive Director, the ideal candidate will have a proven track record in marketing, advertising, branding, public relations and ticket sales for concerts or similar events. Experience with another not-for-profit professional performing arts organization or event promoter will be a plus. Also, management of the Symphony and Academy's website is included in the job description and knowledge of and experience with web-based marketing and social media is required.

The Director of Marketing & Public Relations oversees one full-time staff person, the Marketing Manager, and works directly with the Executive Director, other staff members, print and electronic media representatives as well as numerous vendors to help realize the organization's earned revenue goals which currently total over \$1.2 million. The Director of Marketing & Public Relations will be a principal representative and spokesperson for the Symphony and Academy throughout the community and some evening and weekend work is required. In addition, the Director of Marketing & Public Relations serves as the principal staff liaison and helps facilitate the work of the Symphony Board of Trustees' Marketing/Ticket Sales Committee.

Salary is commensurate with experience. Medical, dental, life insurance, 401(k), parking and PTO benefits are offered.

REQUIRED QUALIFICATIONS:

Bachelor's degree with an accredited college or university and at least five years experience of demonstrated successful and increasingly-responsible management of a marketing, advertising and sales initiative is required. The successful candidate will be a highly-organized professional and experienced leader who can prioritize multiple tasks and who possesses excellent verbal and written

communication skills. Proofreading skills and attention to detail are a must. Experience with a musical or arts related organization is preferred and knowledge of classical and symphonic music is a plus.

The Des Moines Symphony uses the Microsoft Office Suite, Microsoft Outlook, Adobe Creative Suite and Wordpress. Patron Manager is our CRM.

IDEAL QUALIFICATIONS:

We seek an energetic, motivated, creative, and experienced leader with highly developed interpersonal, communication, strategic, and relationship building skills. S/he will be an enthusiastic advocate for the Symphony Orchestra and its Academy of Music, will have or can establish an effective network of relationships in the Central Iowa media community and will be interested in making a professional career commitment to the Des Moines Symphony.

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 23-member volunteer Board of Trustees and operating on an annual budget of more than \$3.1 million, supports both the Symphony Academy and its numerous education programs, including private lessons, chamber music, group lessons and four youth orchestras, all housed in the historic and restored Temple for Performing Arts in Downtown Des Moines; and supports the Des Moines Symphony Orchestra, led by Music Director & Conductor Joseph Giunta, who this season celebrates his 27th anniversary with the Orchestra. Each season, the Orchestra performs seven pairs of Masterworks concerts, a Pops series including the traditional New Year's Eve Pops, education, outreach and family concerts, and other special events in its home at the acoustically acclaimed Des Moines Civic Center. Concerts are also heard on Iowa Public Radio Classical, the Radio Home of the Des Moines Symphony. 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 this year attracted more than 100,000, the largest single day attendance of any concert event in the State.

ABOUT DES MOINES, IOWA:

With a metro population of over 611,000, Iowa's capital city is becoming more and more known as a progressive, dynamic and growing cultural, business, political and educational center. Des Moines has emerged as one of the Midwest's strongest local economies and most desirable metro areas and its citizens enjoy a thriving, vibrant downtown and low cost of living. It was recently ranked the "Wealthiest City in America" by NBC's *Today* Show and earned Policom's number one ranking for "Strongest Local Economy." It placed second in *Forbes'* list of "Best Places for Business and Careers" and first in the same publication's list of "Best Cities for Young Professionals."

Since 2000, more than three billion dollars have been allocated to redevelop the city's downtown, including the addition of the \$40 million world-class Pappajohn Sculpture Park and an updated, public

art-filled (Principal) Riverwalk. It is home to Drake University, Iowa's largest private university, and shares many benefits with Ames, Iowa, 30 miles to the north and home to Iowa State University.

The region boasts one of the nation's largest interconnected trail systems, with more than 300 miles of biking and walking trails. The city's average commute time is 20 minutes, and the cost of living in Des Moines is more than 6.1% below the national average. Its safe communities, low housing costs and quality education helped it earn *Kiplinger's* 2012 ranking for "Best City for Families."

APPLICATION PROCESS:

Please submit a cover letter of application and resume to:

Richard L. Early
c/o Renée Schwarz
Executive Director
Des Moines Symphony
The Temple for Performing Arts
1011 Locust Street, Suite 200
Des Moines, IA 50309

Or via e-mail to: richard@dmsymphony.org Visit us at: www.dmsymphony.org

Application screening process will begin on September 8, 2015.