Position Summary
Wisconsin Chamber Orchestra (WCO) seeks a full-time Marketing Associate to join our dynamic team in executing a successful marketing and brand strategy to drive the awareness and relevancy of our indoor and outdoor concert performances, focused in Dane County. This position is expected to start in August, 2024.

Reporting to the Director of Marketing (DoM), the Marketing Associate is responsible for assisting in the execution and tracking of robust marketing campaigns that bolster the WCO’s unique brand and build awareness, relevancy, and revenue. This position will support our advancement in promoting accessibility and equity across all our programs. The position will assist in executing a multi-channel marketing strategy to drive earned and contributed revenue growth, while assisting the DoM in building and managing the organization’s audience base.

The Marketing Associate position is a full-time salaried exempt position with full benefits package available. The Wisconsin Chamber Orchestra is an equal employment opportunity (EEO) agency; all are encouraged to apply.

Benefits
- Full-time salaried exempt position
- Salary range: $35,000 - $45,000
- Full health and dental benefits
- 401k retirement plan
- Paid holidays, vacation, sick time
- Leadership development opportunities
- Flexible working environment
- Paid Parking
- Laptop for office use

Responsibilities
- Assist with execution of campaigns for Concerts on the Square (COS), Masterworks Series, Education, and other special events to dramatically increase awareness, acquisition (ticket and/or membership) and revenue. Campaigns include multi-channel marketing tools such as direct mail, email and social marketing, phone campaigns.
- Uphold the WCO brand in all communications as outlined by the brand guide.
- Assist with the production of all collateral, ads, web content, social, earned media, etc.
- Copywriting, pagination, print production management, hands-on development of emails, social media, press campaigns, collateral, season programs and subscription brochures, website maintenance via Craft CMS
- Assist the DoM in building and executing all patron retention and acquisition programs. This includes providing services to patrons for processing and fulfilling ticket orders.
- Create and distribute marketing content across web, social, email.
- Support all WCO departments through marketing tools such as multi-channel campaigns, printed and advertising assets, and sponsorship level programs.
- Attend all WCO performances as required and other duties as assigned.
Who You Are

- 1+ years of experience in arts marketing or event marketing
- Experience working in Tessitura and the Adobe Creative Suite (InDesign, Photoshop, Premiere Pro) is strongly preferred.
- Strong storytelling skills, writing, concepting, and assisting with creative campaigns
- Strong project management and organizational skills
- Ability to work independently and take initiative
- Excellent written and verbal communication skills
- Attention to detail and problem-solving skills
- Excellent customer management skills
- Email marketing and social marketing experience is preferred
- Graphic design, photo and video experience is strongly preferred
- Work evenings and weekends as required

Who We Are

No other arts organization in Wisconsin performs free for more people each year. Founded in 1960, the orchestra is built on a foundation of quality musicianship with top-tier musicians. As a smaller ensemble, we’re able to showcase music at an intimate level, providing attendees with a unique experience. Under the direction of Maestro Andrew Sewell, we make classical music accessible to our community from concert halls to Madison’s Capitol Square, reaching over 250,000 music lovers annually.

We are driven in our mission to strengthen communities through innovative, high-quality artistic experiences that entertain, inspire, and unite diverse audiences. And we’re passionate about creating a sustainable future through our strategic plan.

Our core artistic programs include the four-decade tradition of Concerts on the Square®, the Masterworks series at the Overture Center for the Arts, annual performances of Handel’s Messiah, educational programming and concerts for families and children that serve over 2000 youth each year and performing with local arts groups like Madison Ballet. In 2023, the WCO launched the Composer Collective series with a five-year, five-album project titled Musical Landscapes in Color with the goal of expanding the orchestral canon to include new works by living composers of color.

We strive to create a vibrant and inclusive space where music creates a sense of togetherness and connection, and that’s why we’re relentless about finding new ways to collaborate and partner with local groups in our community.
As a member of the League of American Orchestras, we take our commitment to Diversity, Equity, and Inclusion seriously. Working with Nehemiah, Inc. through the Catalyst Incubator Grant, our goal is to become a cultural ambassador to Madison while creating relationships that allow for authentic conversation, partnerships, and accessibility to musical experiences.

While headquartered in Madison, we believe in extending our mission to communities across Wisconsin when there are opportunities to do so. To learn more visit wcoconcerts.org.

Why Should You Work Here?
We put people first. With an ongoing nod to the history of classical music, we aren’t afraid to push forward into the future and new norms while respecting tradition. While this statement is about programming, it translates directly to our culture with staff, musicians, and volunteers. We know that when we allow our people agency and flexibility in the workplace, we get the best productivity, innovation, and engagement from all members of our team, allowing us to take our work to new heights and have fun along the way. Our passion for the mission and focus on excellence is what sets us apart on stage and in the community and we let the work speak for itself. While we take our work very seriously, we try to not take ourselves too seriously. We create with purpose, we play with intent, and we perform with passion. Why? Because we believe it’s possible to inspire a better, inclusive community through music and we want you to be part of that with us.

TO APPLY
Click here to fill out the online application. Applications received by June 15, 2024 are ensured full consideration. Applications will be accepted until the position is filled.

If you have questions about the application process or cannot fill out the online application due to a disability or system problem, please contact wco@wcoconcerts.org.