



**Wisconsin Chamber Orchestra**  
**Director of Marketing**  
**New Position Description | December 10, 2021**

**Overview**

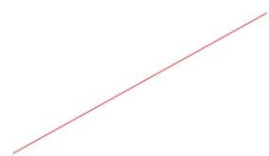
Wisconsin Chamber Orchestra (WCO) seeks a full-time Director of Marketing to join our dynamic team to lead the orchestra in successfully executing a world-class marketing and brand strategy to promote our indoor and outdoor concert performances, focused in Dane County.

Reporting to the Chief Executive Officer, the Director of Marketing is responsible for planning, implementing, tracking, and evaluating strategies that bolster the WCO's unique brand and build awareness and revenue. As the WCO and the orchestra field are moving toward creating a more equitable and inclusive environment for artists, patrons, and community, the Director of Marketing will build a strong diversity, equity, and inclusion framework to inform their work.

The position will lead a multi-channel marketing strategy to drive earned and contributed revenue growth, while building and managing the organization's marketing budget and working closely with the Development team in stewardship and engagement.

As a key member of the leadership team, the Director of Marketing will ensure that the marketing and brand strategy align to help execute on organizational key strategies. The position supervises the Campaign Manager, Patron Services Coordinator, any seasonal interns the Director onboards, and various freelance and contracted designers, writers, and photographers.

The Director of Marketing position is a full-time salaried exempt position with full benefits package available for 30+ hours per week. Beginning annual salary for this position ranges from \$60,000–80,000, depending on experience. The Wisconsin Chamber Orchestra does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, differing abilities, genetic information, age, parental status, military service, or other non-merit factors.





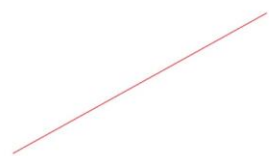
### Who you are:

- 5+ years of experience in arts brand marketing, event marketing, or consumer marketing
- Knowledge of arts marketing and/or classical music is a plus
- Hands-on creative development, writing, concepting, and leading creative campaigns is required
- Event marketing and/or social marketing experience is required
- Media relations, press release writing, PR strategy experience is a plus
- Strong project management and organizational skills
- Strong omni-channel campaign management experience
- Ability to work independently, take initiative, and lead a vibrant team
- Ability to balance multiple projects under deadlines and budgets
- Excellent written and verbal communication skills
- Attention to detail and problem-solving skills
- Experience hiring, managing, and inspiring a small team

### Position Responsibilities

The following are the primary/essential functions of the position, although not all-inclusive:

- Execute campaign strategy for: brand development, advertising, Concerts on the Square (COS), Masterworks Series, Education, public relations, and event strategy to dramatically increase awareness, acquisition (ticket and/or membership), and revenue
- Lead growth and acquisition strategy impacting new audience, donor/sponsorship marketing
- Uphold and drive the brand image and brand strategy within the WCO
- Lead the development, strategy, and production of all collateral, ads, web content, social, earned media, etc.
- Creative direction, 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 (an easy, intuitive content management system that powers wcoconcerts.org)
- Coordinate all design with outside freelancers and AOR partner, including project briefs, content curation, pagination, print production/vendor management





- Develop ticket/patron acquisition programs to drive sustainable growth in subscription and single ticket sales for the Masterworks Series and other ticketed events
- Lead COS marketing and event strategy
- Manage budget, marketing partners, production partners, media, PR strategy/partners, digital marketing strategy, content strategy across web, social, email
- Launch strategies and execution for new markets and/or new run-outs (additional performances), including educational programs
- Support the growth, stewardship, engagement, and retention of donors through the development of marketing tools such as multi-channel campaigns, printed and advertising assets, and sponsorship level programs

### **About the Wisconsin Chamber Orchestra**

Founded in 1960, the Wisconsin Chamber Orchestra (WCO) is one of the elite chamber ensembles in the United States and is dedicated to advancing Wisconsin communities through the transformative power of music. Under the direction of Maestro Andrew Sewell for 22 years, the WCO leverages the unique characteristics of chamber music to bring a wide variety of repertoire to audiences in settings that range from the formality of the concert hall to the intimacy of smaller community venues and the open accessibility of parks and other public spaces. Through collaborations with regional performing arts groups and touring performances, the WCO extends its artistic programming to broader audiences and communities across Dane, Columbia, Jefferson, Waukesha, and Sauk counties.

The WCO is nationally known for its summer series, *Concerts on the Square*, drawing over 200,000 patrons annually to downtown Madison. Via its annual education programs including the Family Series, Young Artist Concerto Competition, and Super Strings program, the WCO provides artistic development opportunities for young musicians.

To learn more about the Wisconsin Chamber Orchestra visit [www.wcoconcerts.org](http://www.wcoconcerts.org).

To apply, please email a cover letter and resume to Joe Loehnis, CEO, at [joeloehnis@wcoconcerts.org](mailto:joeloehnis@wcoconcerts.org).

Please apply by January 6, 2022 for best consideration.

