



**Wisconsin Chamber Orchestra  
Marketing Campaign Manager | Opportunity Profile | January 12, 2023**

**SUMMARY**

The Wisconsin Chamber Orchestra (WCO) seeks a full-time Marketing Campaign Manager 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.

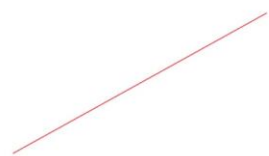
Reporting to the Director of Marketing (DoM), the Marketing Campaign Manager is responsible for the execution and tracking of robust marketing campaigns that bolster the WCO's unique brand and build awareness, relevancy, and revenue. This position will support our advancement in promoting accessibility and equity across all of 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 Campaign Manager 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.

**WHO YOU ARE:**

- 3+ 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.
- Hands-on creative development, writing, concepting, and managing creative campaigns are required
- Email marketing and social marketing experience is required
- Strong storytelling skills and media relations experience
- Graphic design, photo, and video experience is strongly preferred
- 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
- Work evenings and weekends as required





## **BENEFITS**

- Full-time salaried exempt position
- Salary range: \$45,000—\$50,000
- Full health and dental benefits
- Paid holidays, vacation, sick time
- Leadership development opportunities
- Flexible working environment
- Paid parking

## **POSITION RESPONSIBILITIES**

- Execute and manage 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 brand strategy within the WCO.
- 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 working with the Overture Center to build seasons/pricing and providing services to patrons for processing and fulfilling ticket orders.
- Manage marketing content across web, social, email.
- Support the Development department through marketing tools such as multi-channel campaigns, printed and advertising assets, and sponsorship level programs.

## **ABOUT THE WISCONSIN CHAMBER ORCHESTRA**

No other arts organization in Wisconsin performs free for more people each year. Today, Maestro Andrew Sewell and the musicians of the Wisconsin Chamber Orchestra (WCO) bring world-class music to more than 250,000 music lovers annually. Founded in 1960, the WCO is one of Madison's gems, a national caliber chamber orchestra behind the now four-decade summer tradition of Concerts on the Square.

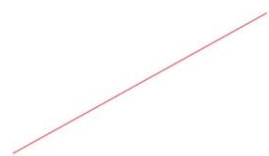
The WCO also presents the classical Masterworks Series at the Overture Center, the annual sell-out Messiah, and education concerts for families and children. In 2021, the WCO launched its first Composer in Residence program, bringing in acclaimed composer, author, musician, and professor Dr. Bill Banfield to write major works while in residence. While headquartered in Madison, the orchestra has played around the state. To learn more about the Wisconsin Chamber Orchestra, visit [wcoconcerts.org](http://wcoconcerts.org).

WISCONSIN CHAMBER ORCHESTRA

321 E Main Street | Madison, WI 53703

608.257.0638

[wcoconcerts.org](http://wcoconcerts.org)





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

**TO APPLY**

Submit a cover letter, resume, and references to Audra Lange, Director of Marketing at [audralange@wcoconcerts.org](mailto:audralange@wcoconcerts.org). For best consideration, apply by February 20<sup>th</sup>, 2023. We will accept applications until the position is filled.

