JOB DESCRIPTION

Position: Manager of Marketing & Communications

Location: Billings, MT

Reports to: General Manager (tasks may be assigned by Executive Director)

FLSA Status: Full time, exempt.

Salary: $42,500 per year DOE. Not including a generous and competitive benefit package.

Benefits: Health, vision, dental, and basic life insurance. 403b plan. Generous paid time off package – including vacation, sick leave, paid holidays, as well as paid time to compensate for required evening/weekend work. Complimentary concert tickets.

Anticipated Start Date: July 17, 2023 or negotiable

Organization Summary:
The mission of the Billings Symphony is to enrich lives through music by providing music education and performances for enjoyment, creative expression, and personal growth. Our mission is supported by the efforts of the community, board, conductors, performers, a small staff, and volunteers. It remains the driving force behind the organization's success.
The Billings Symphony serves Billings, Montana metropolitan area of 140,000+, and surrounding communities in eastern Montana and northern Wyoming. The Billings Symphony is delighted to be entering its 73rd season.
The 180+ musicians of the Billings Symphony’s Orchestra and Chorale perform eight subscription concerts as part of our Classic Series at the Alberta Bair Theater each season. Additionally, six Sukin Series concerts performed in a variety of local venues, three annual performances of the Nutcracker Ballet, family concerts, and a free Symphony in the Park concert are all a part of our annual season. New in 2022 are the addition of four youth orchestra ensembles comprised of local students in grades 1 to college. This and other family focused activities are all free and part of our new Family Series. The Billings Symphony also presents concerts to geographically isolated and culturally underserved communities. Depending on the season, we serve a region extending from Sheridan, Wyoming to Sidney, Montana. The symphony supports over 100 outreach programs each season. Together with its education engagement division, Explore Music!, the Billings Symphony programs reach over 50,000 children, youth, adults, and seniors each year.
Position Summary:
The primary focus of this position is to manage all Billings Symphony communications and collaborate with a marketing firm for all creative and design materials. This position will manage all aspects of but not limited to marketing strategy, social media, website content, press releases, and content writing, driving the image of the Billings Symphony.

Essential Duties & Responsibilities:

▪ Advertising — Originate and directly oversee advertising activities that develop creative, consistent, brand-specific ad campaigns. Manage all outbound and inbound advertising activities.

▪ Promotion Management — Develop and execute annual marketing promotion plan and strategy in alignment with Billing Symphony’s Strategic Plan to reach organizational revenue goals. Develop campaigns to promote programs to increase short-term sales and improve results from other marketing programs.

▪ Social Media — Establish and implement social media strategies to represent the Billings Symphony’s brand across all channels. Enhance reach and engagement to augment overall awareness of the organization and sales related to ROI goals for each event/activity.

▪ Website Management — Oversee the design, functionality, and user experience of the Billings Symphony website. Evaluate content, SEO and CRM integration. Added responsibilities include writing, editing, and proofreading site content, including crafting site promotions, and online outreach campaigns. Provide direction to website designers and edit content within website as needed.

▪ Public Relations — Oversee, organize, and implement press and media strategies to build reputation and ensure effective media coverage. Be knowledgeable of all BSO activities and comfortable acting as a spokesperson to communicate BSO messages to the public and media.

▪ Creative Art Assistance — Working with a marketing firm to produce art and designs for print and digital publications, products and advertising that maintain the vision for the BSO branding.

▪ Collateral — Supervise production/development of all printed/electronic collateral including and not limited to playbills, posters, and print/digital brochures.

▪ Sales — Strategize for creation, development, and implementation of subscription/single ticket campaigns to meet ticket revenue goals. Accountable for departmental revenue goals including inbound advertising (assist with advertisement sales in bi-annual playbills). Evaluate sales trends and implement strategies based on ROI goals to increase earned revenue.

▪ Budget Planning — Assist Executive Director in establishing appropriate goals related to annual budget. Develop and maintain budgets related to all marketing campaigns. Create and monitor an annual marketing budget of approximately $200,000 in consultation with the Executive Director and General Manager.

▪ Patron Services — Develop and implement strategies to maximize customer service and satisfaction in all aspects of the operation. Work with all aspects of PatronManager system as it relates to ticketing. Assist in all aspects of season subscriptions and renewal campaigns. Coordinate communications including e-newsletters, collateral, ticket sales and distribution.
- Community Engagement — Works closely with the Community Engagement and Education Departments to integrate PR and Marketing with their programming to enhance the public's awareness of the symphony's work away from the stage.
- Administrative Assistance — Work with the public, answer, and transfer phone calls. Provide sales support to patrons for tickets and subscriptions. Schedule appearances on TV and in other media, including Spotlight on the Arts, Big Sky Sounds, and Yellowstone Public Radio. Other basic administrative duties as assigned by the Executive Director or General Manager not listed here.

**Required Qualifications:**
- Proven professional experience in all marketing areas, especially digital, multimedia, and social media.
- Experience with software and platforms that support sales and marketing strategies with solid skills in Adobe Creative Suite with strong emphasis with InDesign and desktop publishing, Microsoft Office with strong emphasis in Excel, Mass Email Platforms, Google Apps, Facebook, Twitter, Instagram, YouTube, LinkedIn, and streaming platforms.
- Understanding of or experience with a nonprofit organization.
- Well organized with exceptional attention to detail.
- Excellent communication and writing skills.
- A commitment to collaboration with others in an enthusiastic and passionate mission driven organization to “enrich lives through music”.
- Flexibility and ability to balance multiple projects.
- Meeting tight deadlines.
- Can utilize data collection tools and other technology to inform marketing and sales strategies.
- Ability to work outside of regular business hours. Most evening and weekend performances/events require all staff to attend. Exempt employees are provided additional time off throughout each year to help offset time spent at events.

**Desired Qualifications:**
- Bachelor's Degree or equivalent in marketing, communications, business, arts management, or another related field.
- Experience with Salesforce/PatronManager or other CRM software.
- An understanding of or experience with classical/orchestral music.
- Information Technology (IT) knowledge.
- Box Office experience.
- Experience with marketing data analytics and tools.
- Commitment to team building, valuing diversity, and contributing to an inclusive working environment.

**Diversity, Equity & Inclusion:**
The Billings Symphony is committed to building and fostering diversity, equity, and
inclusion. We believe that access to music is a human right, and we carry that belief forward within the communities where we live and work. We live our mission through inviting environments that are accessible to all and by representing our diverse community on our stages and in our programming, audiences, and activities.

The Billings Symphony is proud to be an equal opportunity employer. We encourage applications from diverse candidates, and we are committed to the creation of an inclusive work and performance environment for all employees. We will not discriminate and will take affirmative action measures to ensure against discrimination on the basis of race, color, gender, gender expression/identity, national origin, age, religion, creed, disability, veteran's status, or sexual orientation.

**Application Instructions:**
- Position will remain open until filled.
- Applicants able to begin work on the anticipated start date will be given priority.
- To apply for this position, please send cover letter and resume to careers@billingsymphony.org.
- No phone calls please.
- References will be required if offered position.