



POSITION DESCRIPTION

Position Title: Vice President & Chief Marketing Officer
Status: Full -Time, Exempt
Reports to: President & Chief Executive Officer

Works in close collaboration with: Senior Leadership Team, Marketing Committee, and the Music Director.

RESPONSIBILITIES OF THE POSITION:

The Vice President & Chief Marketing Officer (CMO) is responsible for planning, implementing, overseeing, and assessing Jacksonville Symphony's marketing, branding, public relations, and audience development plans in support of the organization's strategic vision and growth. Reporting to the Chief Executive Officer (CEO) as a key member of the leadership team, the CMO will be responsible for all ticketed earned revenue. In a typical year, the Symphony will perform 30 concert weekends in Jacoby Symphony Hall divided between seven different series and multiple special events with 80 performances per year.

The CMO will develop strategies, manage a team, including the box office, and embrace the role of digital media and research as essential marketing tools. The CMO must be a strategic and entrepreneurial thinker and supportive of the artistic vision of the Music Director.

Note: The current CMO is retiring after seven very successful seasons and has agreed to remain available, if requested, to assist the new CMO with the transition and any "knowledge transfer."

Marketing responsibilities will include, but are not limited to:

- Participate with the CEO to lead and implement Jacksonville Symphony's annual and long-term marketing and communications strategies
- Develop a marketing plan to achieve and support initiatives contained within the strategic plan
- Oversee all marketing activities that yield annual ticket sales over \$3M
- Develop projected ticket sales goals based on research
- Create and oversee the marketing budget, forecast revenue and expenses on a regular basis
- Create an institutional culture of exceptional customer experience and service. Oversee a patron services program that includes the box office, lobby experience, pre- and post-concert activities, and special non-fundraising events
- Supervise house management functions and the volunteer usher corps
- Manage the website and digital media strategies

- Serve as the primary staff liaison to the Marketing Committee
- Manage a marketing and box office team of at least eleven employees
- Recruit, develop, coach, inspire, and motivate a strong marketing team
- Provide general oversight to all of Jacksonville Symphony's marketing activities
- Establish goals and metrics to evaluate the implementation of strategy and tactics, and evaluate the overall effectiveness of the marketing program; assess the team to ensure that the marketing function is effectively structured and staffed; oversee performance measures and monitor results
- Collaborate with the Development team to ensure consistent messaging and strategies
- In collaboration with the Development department, execute a patron loyalty strategy that advances patron revenue by using events, communications, and concert activities
- Team with the Chief Financial Officer to ensure sound fiscal operation of the marketing function including timely, accurate and comprehensive ticket reports and expense budgets
- Maintain a working knowledge of best practices and significant marketing trends in the arts, and adapt strategies as necessary

DESIRED TRAITS, CHARACTERISTICS & QUALIFICATIONS

- A seasoned marketing professional with at least 5 years senior level experience with a track record of achieving ticket sales and other earned income goals
- Experience within performing arts required; a passion for symphonic music preferred
- Innovative, forward-thinking professional with exceptional interpersonal skills, a genuine and infectious enthusiasm for the arts and the mission of the Jacksonville Symphony, and a high degree of professionalism and integrity
- Deep understanding and demonstrated success with dynamic pricing strategies
- Strong aesthetic and appreciation for innovative/clean graphic design and photography that is both functional and representative of a nationally ranked symphony
- Significant experience overseeing use of digital media to both drive ticket sales and expand the brand
- Ability to think analytically and creatively; a fact based data driven professional
- Adept collaborator with a track record of working successfully across departments
- Ability to think both analytically and creatively
- A compelling, mature, charismatic, empathetic leader with the ability to move a team forward by inspiring, mentoring, and motivating people
- A sense of humor
- Strong communication skills, and should be able to create an environment that is conducive to open and direct communication with individuals of varying degrees of involvement with the Jacksonville Symphony
- A resourceful, results-oriented leader with the ability to think strategically, generate new ideas, prioritize, plan, and set goals and objectives
- Ability to speak credibly and persuasively about Jacksonville Symphony's vision for the future
- Bachelor's degree required

Key Skills:

- A broad-based knowledge of all functions of marketing
- Tessitura experience required
- Experience planning and executing marketing budgets and evaluating the ROI of specific marketing initiatives and the overall budget
- Strong problem-solving skills, ability to meet multiple deadlines
- Successful experience with the creation and execution of strategic plans as they relate to the marketing function
- Superb written and verbal communication skills
- Exceptional financial, organizational, and administrative skills
- Experience working with Boards of Directors and a Marketing Committee

Diversity, Equity and Inclusion

The Jacksonville Symphony is an equal opportunity employer and does not discriminate on the basis of age, race, sex, color, religion, national origin, disability, military status, sexual orientation or any other status protected by applicable state or local law

Compensation

Compensation, including benefits will be competitive and commensurate with qualifications and experience.

Application

Please submit a cover letter and resume to Steven Libman, President & CEO, Jacksonville Symphony: HR@jaxsymphony.org

About the Jacksonville Symphony

Our mission is to enrich the human spirit through symphonic music.

As Music Director Courtney Lewis begins his sixth season on the conductor's podium, the Jacksonville Symphony celebrates the 2020/21 season that promises another year of exemplary symphonic music. The Symphony performs in the 1790 seat Jacoby Symphony Hall within the Times-Union Center for the Performing Arts.

During the current Covid pandemic, the Jacksonville Symphony returned, under very strict physical distancing guidelines, (33% capacity) to live performances in Jacoby Symphony Hall in September 2020. Since then, the Symphony has performed over 40 concerts to 25,000 patrons.

During a normal season, the Symphony reaches over 135,000 individuals through almost 100 performances in Jacoby Symphony Hall and communities throughout Florida.

The Symphony offers the following performing series and events: Masterworks, POPS, Coffee Concerts, Symphony in 60, Symphony Night at the Movies, Family Concerts, Jacksonville

Symphony Youth Orchestras. Special events include: Messiah, The Nutcracker, a New Year's Eve concert and other special events throughout the year.

The Jacksonville Symphony is one of Northeast Florida's most important cultural institutions. Founded in 1949, the Symphony now enjoys a national reputation, regularly heard on more than 250 public radio stations across the country on *Performance Today*. Combined with performances aired on Jacksonville's public radio station WJCT and the organization's continually growing streaming program, the Symphony reaches over 60,000 individuals through these digital channels. In 2018, the orchestra was selected as one of four orchestras from across the country to participate in the 2020 *SHIFT: A Festival of American Orchestras* in Washington, D.C.* The Symphony's performance home, Robert E. Jacoby Symphony Hall, is an acoustic gem and offers an intimate and acoustically superior concert experience. Each year thousands enjoy the Symphony's performances both at Jacoby Symphony Hall in the Times-Union Center for the Performing Arts and at venues located throughout the state of Florida.

The Symphony is a crucial leader in the community for music education, serving four county school districts and over 35,000 students. In addition to offering free tickets to children under the age of 18 for selected *Florida Blue Masterworks* concerts, and other special youth pricing, there are several programs to foster music education.

Led by Symphony Assistant Conductor Deanna Tham, the Jacksonville Symphony Youth Orchestras (JSYO) serves more than 300 talented musicians from all over Northeast Florida. The six levels of ensembles enable the JSYO to serve the needs of all musicians with individualized, ability-specific instruction. JSYO enriches orchestral instruction by guiding young musicians with quality musical instruction, improving skills and maintaining the highest standards. In June 2018, the Jacksonville Symphony Youth Orchestras embarked on its first national tour as one of only three student orchestras invited to perform in the Los Angeles International Music Festival at Walt Disney Concert Hall.

Over the years, the Jacksonville Symphony has hosted some of the most renowned artists of the music world including Isaac Stern, Benny Goodman, Duke Ellington, Marilyn Horne, Luciano Pavarotti, Itzhak Perlman, Kathleen Battle, Mstislav Rostopovich, Audra McDonald, Joshua Bell, Lang Lang, Alisa Weilerstein, Branford Marsalis and Renée Fleming.

*Shift Festival cancelled due to Covid

3/22/2021