



**Job Title:** VP of Growth Marketing, Single Tickets

**Department:** Marketing and Communications

**Reports To:** Chief Marketing Officer

**Status:** Exempt

## **THE BALTIMORE SYMPHONY ORCHESTRA**

For over a century, the Baltimore Symphony Orchestra (BSO) has been recognized as one of America's leading orchestras and one of Maryland's most significant cultural institutions. The orchestra is internationally renowned and locally admired for its innovation, performances, recordings, and educational outreach initiatives including OrchKids.

## **JOB SUMMARY**

Responsible for all facets of the Baltimore Symphony Orchestra's acquisition and recapture of single ticket audiences. This role is responsible for meeting or exceeding earned revenue and ticket sales goals on single tickets and multi-single ticket purchases for all live and digital streaming performances. Also, she/he oversees activities that enhance single ticket budget capacity and brand equity within the community with activities to increase or expand audience growth, sold capacity, and increase frequency of attendance.

Works in collaboration with other peer directors and managers on the team for holistic integration and coordination. Strong strategic thinker with avid curiosity to understand what drives our customer targets with exceptional implementation skills to meet them.

## **RESPONSIBILITIES**

- Develop and direct all facets of the single ticket marketing plans, audience development, outreach, and prospecting campaigns across all marketing channels and touchpoints.
- Direct marketing team members in crafting effective strategies for product launches, ensuring alignment with sales objectives. Lead the team in implementing robust campaign plans through clear, efficient processes, driving towards successful execution and achievement of goals.
- Drive promotions and revenue management to reach revenue and capacity campaign goals, as well as strategically manage resources and expense budgets.
- Lead contact for key media and vendor relationship management, as well as with digital advertising agency.
- In close partnership with the VP of Analytics and Revenue Operations, analyze sales patterns and pacing, campaign results, and ticket history to determine and/or pivot the course of campaign strategies and spends for single tickets.
- Strong analytical abilities around setting digital performance measurements (benchmarks and KPI).

- Exceptional skills in positioning, messaging/communication, promotional strategy to drive sales, direct and manage executional alignment across all marketing channels.
- Write creative briefs and work closely with designers for production of various advertising and marketing collaterals.
- Work in collaboration and coordination with PR and Content teams in running integrated campaign efforts and timing for all go-to market sales campaigns and digital marketing campaigns.
- Oversee and provide marketing direction to external vendors and internal content producers for any production of video trailers and video content needs for marketing purpose.
- Work closely with VP of Loyalty Marketing to increase repeat attendance and behaviors to move them through the customer lifecycle continuum to extend their lifetime value. This requires close working collaboration in CRM strategies and other shared resources to deliver shared performance metrics.
- Collaborate and coordinate with other internal departments — Patron Support, Advancement, and Artistic — to communicate and coordinate marketing-related matters and promote proper flow of information as it relates to marketing responsibilities.
- Manage direct reports: Advertising Manager, Audience Development and Group Sales Manager, and Email Marketing Manager. Shared reports: Graphic Designers.
- Develop cultivation programs, partnerships, and programs to develop and increase Millennials and Gen Z, college age groups, young professionals, families, Latin groups, Ethnic groups, and other identified target prospective groups to support ticket sales and ongoing audience development and growth.
- Oversee/handle all on-site promotional and single ticket brand activations that drive awareness and leads.
- Event duty and attendance and miscellaneous duties as required.

#### **CORE COMPETENCIES**

- Strategic and creative thinker and problem solver with strength in implementing against strategy at the campaign level.
- Possesses strong integrated marketing background with experience and knowledge to manage marketing mix, with strength in digital marketing and direct response including print and email. Has track record in content, social media, video ads, programmatic, mobile, PPC/SEM, as well as traditional advertising, TV, radio, etc.
- Digital Marketing – Strong understanding of the marketing/sales funnel, Data/Web Analytics, performance measurements and KPI, Programming advertising, Search, Web UX, and A/B testing.
- Traditional Marketing - Strong understanding of all metrics to maximize RFM to reach customers effectively.

#### **REQUIREMENTS**

Bachelor's degree in marketing, business, or related field with 7+ years' experience in marketing; must be able to create and implement strategies, performance-specific promotion, and on-going marketing programs to ensure optimum sales results. Creative and strategic mindset. Strong marketing, communications and writing skills are mandatory. Strong team collaborator, highly proactive, strong interpersonal skills.

Ability to work effectively in an incredibly fast-paced environment. Live event marketing experience and ticketing-based environment a strong plus. Enthusiasm for performing arts, specifically classical music is essential. Work in partnership with: VP of Loyalty Marketing, VP of Analytics and Revenue Operations.

## **HOW TO APPLY**

**Please submit cover letter, resume, and salary requirements to [MarketingJobs@BSOmusic.org](mailto:MarketingJobs@BSOmusic.org) by Friday, May 31, 2024.**

## **ADDITIONAL INFORMATION ABOUT THE BSO**

The Baltimore Symphony Orchestra performs annually for more than 275,000 people throughout the State of Maryland. Since 1982, the BSO has performed at the Joseph Meyerhoff Symphony Hall in Baltimore, and since 2005, with the opening of The Music Center at Strathmore in North Bethesda, MD, the BSO became the nation's first orchestra performing its full season of Classical and Pops concerts in two metropolitan areas.

In July 2022, the BSO once again made history with its announcement that Jonathon Heyward would succeed Music Director Laureate and OrchKids Founder Marin Alsop as the Orchestra's next Music Director. Maestro Heyward began his inaugural season in September 2023.

The Baltimore Symphony Orchestra is a proud member of the League of American Orchestras.

More information about the BSO can be found at [BSOmusic.org](http://BSOmusic.org).

*The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods, or otherwise to balance the workload.*

## **THE BALTIMORE SYMPHONY ORCHESTRA IS AN EQUAL OPPORTUNITY EMPLOYER**

The Baltimore Symphony Orchestra and OrchKids do 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 physical abilities, genetic information, age, parental status, military service, or other non-merit factors.