



**Job Title:** Director of Marketing and Communications  
**Department:** Marketing  
**Reports to:** Executive Director  
**Status:** Full Time – Exempt  
**Supervision:** Marketing Mgr., Marketing Coordinator and Box Office Team  
**Date:** May 20, 2026  
**Salary Range:** \$90,000.00-\$100,000.00 /annually

**Position Summary:**

The Spokane Symphony seeks a bold, strategic, and audience-focused marketing leader to drive earned revenue, expand visibility, and deepen community connection across a dynamic portfolio that includes Masterworks, Popular Programs, Films, a new Family Series, and the Fox Presents Series. Reporting to the Executive Director, the Director of Marketing and Communications (DMC) will lead the development, execution, and analysis of integrated marketing and revenue strategies that generate approximately \$2.5 million annually in ticket revenue while advancing long-term audience growth and loyalty. Performances are held primarily at the Martin Woldson Theater at the Fox which is owned and operated by the Spokane Symphony providing virtually complete control of the patron experience.

The DMC oversees all brand, communications, public relations, digital marketing, and content strategy efforts for the organization, shaping how the Spokane Symphony and all activities at The Fox Theater connects with audiences both on and off the stage. This role is responsible for elevating the Symphony's visibility, telling compelling stories around artistic programming and community impact, and strengthening the organization's relevance within the region.

As a member of the senior leadership team, the DMC will serve as a collaborative and forward-thinking partner across the organization, helping guide strategic growth, support organizational culture, build team capacity, and position the Symphony for continued innovation and long-term success. The ideal candidate brings a balance of creativity, analytical thinking, strong leadership, and a modern understanding of audience engagement in today's evolving arts and entertainment landscape.

**Key Responsibilities:**

1. Develop, execute, and continuously refine integrated marketing and audience growth strategies that maximize revenue, subscription performance, patron loyalty, and long-term audience development.
2. Lead strategic initiatives focused on audience acquisition, retention, and engagement across all concert offerings and community programs.
3. Oversee the creation and execution of dynamic annual marketing campaigns and promotional strategies across paid, owned, and earned channels.
4. Lead all brand, content, and digital marketing efforts, including email, website, social media, advertising, analytics, and emerging audience engagement platforms for the Spokane Symphony and The Fox Theater.
5. Lead all public relations and media efforts, including press strategy, media relations, crisis communications, and organizational messaging.
6. Direct and uphold brand standards across all public-facing materials and communications to ensure a cohesive and compelling organizational identity.
7. Guide the development and analysis of patron insights, customer research, market trends, and campaign performance data to support informed, data-driven decision making.
8. Partner closely with programming and artistic teams to align marketing strategy with organizational priorities and drive ticket revenue growth.
9. Oversee the activation of patron forward experiences within the Fox Theater and in collaboration with Fox Theater staff to optimize the patron journey and strengthen audience satisfaction and loyalty.
10. Partner with the development team to support fundraising campaigns, donor engagement initiatives, institutional storytelling, and community visibility.
11. Oversees the project management of the season brochure, program books and other print material including creation, management of external creatives and vendors, and implements the multi-department review process.
12. Ensure all marketing and communications efforts reflect the organization's mission, artistic excellence, and commitment to community impact and accessibility.
13. Serve as a key member of the senior leadership team, contributing to organizational strategy, cross-department collaboration, long-term planning, and institutional growth.
14. Manage external creative and strategic partners including agencies, designers, media buyers, photographers, videographers, printers, and other vendors to ensure high-quality execution and brand consistency.

15. Oversee departmental systems, processes, budgets, contracts, and financial tracking with strong attention to operational efficiency and fiscal responsibility. Makes timely reports on sales and forecasts to board and staff.
16. Ensure a strong and visible marketing presence across Spokane Symphony and Fox Theater performances, events, and community initiatives.
17. Other projects and duties as assigned.

**Qualifications:**

- Minimum five year's progressive experience (seven preferred) leading or participating in a high-performing, outcome driven marketing or sales team
- Proven results and strong track record of achieving revenue goals
- Exceptional written communication skills
- Experience in the supervision of staff and/or demonstrable capacity for leadership
- Great attention to detail
- Understanding and curious of relevant sales trends throughout the performing arts industry
- An understanding of the functioning of non-profit symphonies and/or arts organizations and a passion for the performing arts, music and/or orchestras
- Aptitude in working with Tessitura or other CRM databases, Microsoft office products, Google Analytics, and Adobe Creative Suite
- Demonstrates flexible and adaptive thinking. Has a curious and growth mindset
- A positive attitude and sense of humor

**Benefits:**

The Spokane Symphony offers a competitive benefits package designed to support the well-being, professional growth, and work-life balance of our employees. Benefits for this position include fully paid medical and vision insurance; 401K with match; paid vacation/sick days; paid holidays; Washington paid sick leave; Washington Paid Family and Medical Leave; WA Cares Fund participation; professional development opportunities; and access to select Symphony and Fox Theater performances, subject to organizational policy.

**Equal Employment Opportunity and Accommodations:**

The Spokane Symphony is an equal opportunity employer. Employment decisions are made without regard to race, color, creed, religion, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, marital status, disability, veteran or military status, use of a trained dog guide or service animal, or any other status protected

by applicable law. Reasonable accommodations are available for qualified applicants and employees with disabilities.

**How to Apply:**

Please submit a resume and cover letter describing your relevant experience and interest in the Spokane Symphony to [careers@spokanesymphony.org](mailto:careers@spokanesymphony.org)

Applications will be reviewed on a rolling basis until the position is filled.