|  |  |
| --- | --- |
| WSS-FINAL LockUp_Center-01 | **Position Description**: **Director of Marketing****Reports To**: V.P., Chief Operating Officer**FLSA Status**: Full-time, Exempt**Date Prepared**: April 2024 **Review By**: August 2025 |

**Position Summary**

The Winston-Salem Symphony’s (WSS) Director of Marketing leads WSS marketing and public relations functions as part of the Strategic Operations Team. They are responsible for crafting strategic marketing plans and for executing innovative campaigns to achieve earned revenue goals, build and retain audiences, and increase awareness of the organization’s brand, performances, and programs. This position requires creativity, a passion for innovation, results orientation, and a thorough understanding of traditional, digital, and other emerging marketing strategies.

The Director of Marketing reports to the V.P., Chief Operating Officer, directly supervises the Patron Loyalty Manager and Senior Creative Manager, indirectly manages the Videographer and Box Office Associate, and works in close collaboration with the Public Relations and Community Partnerships Manager. They also manage marketing and design vendors, work closely with all members of the Senior Leadership Team, and are a resource for the Board of Directors.

**Primary Responsibilities**: **Planning & Brand Management**

* **Strategic Marketing Planning**:Develop and implement an integrated marketing plan and related creative campaign briefs and timetables based on metrics-driven digital, print, and direct marketing strategies to lead the marketing team in achieving or exceeding budgeted subscription and single ticket sales goals. Enact strategies to expand and diversify audiences; work with the Patron Loyalty Manager and the Public Relations and Community Partnerships Manager to execute plans to retain new ticket buyers through strategic offers, touchpoints, and enhancing audience experiences.
* **Brand Strategy and Leadership**: Develop and implement a comprehensive brand strategy and related public relations plan that increases awareness about the existence and impact of WSS artistic, educational, partnership, and community engagement offerings at the local, regional, and national levels. Lead the development of compelling storytelling initiatives and content that highlight the Symphony’s impact and unique offerings to position the WSS as an arts leader. Provide crisis communications leadership, as needed.
* **Analytics and Reporting:** Monitor, analyze, and report on the effectiveness of marketing and brand awareness campaigns, utilize A/B testing, and adapt strategies based on data-driven insights.
* **Brand Management:** Ensure consistent brand standards and communication strategies are maintained and applied through all touch points and communication platforms/channels across the organization, in alignment with the Symphony’s mission, vision, values, and budgets.

**Key Accountabilities**:  **Creative Services & Content Management**

* **Print & Digital Graphic Design & Production:** Develop and manage organization-wide content design and deployment strategies ensuring alignment with brand standards and coordination across media channels and audiences. Oversee the Senior Creative Manager’s workload and incoming creative design requests from other teams to ensure that projects are prioritized appropriately. Oversee the strategy for creation and release of video content.

**Digital Marketing:** Oversee digital marketing strategies including organic and paid social media, SEO, SEM, email marketing, and website optimization. Plan and buy digital advertising space to reach targeted audiences. Establish data structures and tools for effective digital marketing.

* **Media Relations and Advertising**: Manage media buy negotiations and development of promotional partnerships to maximize exposure and leverage marketing resources. Oversee advertising trafficking and expense management.

**Key Accountabilities**:  **Leadership**

* **Leadership and Team Management:** In collaboration with the VP/Chief Operating Officer, lead, and mentor the marketing team, providing clear direction with measurable expectations while fostering a collaborative environment that encourages innovation and high-performance results. Provide guidance, training, and hands-on support to execute marketing strategies.
* **Resource Management:** In collaboration with VP/Chief Operating Officer, coordinate an annual marketing budget which includes media spending, promotional incentives, content creation/production, etc. Allocate resources effectively, and regularly track and report on performance against key metrics.
* **Collaboration:** Collaborate with internal teams and external partners to develop compelling content, including educational resources, videos, and other multi-media assets.

**Qualifications**

* **Required**:
* Bachelor’s degree in marketing, communications, business administration, or a related field, or equivalent combination of education and experience.
* Minimum of three years of integrated marketing experience, including:
* Thorough knowledge of marketing principles, brand management, and changing market dynamics.
* Demonstrated experience as a strategic thinker developing and executing successful marketing campaigns.
* Demonstrated experience and knowledge to manage a diverse range of marketing tools and strategies, including digital marketing (email, social media, video, search, retargeting, UX design) and traditional marketing (print, direct mail, outdoor advertising, TV, and radio). Ability to set and analyze performance measurements (benchmarks and KPI’s)
* Proficiency in graphic design tools such as Adobe Creative suite
* Outstanding oral and written communication skills including:
* Ability to collaborate and communicate effectively with team members and external stakeholders.
* Strong marketing copywriting skills and experience writing creative briefs.
* Minimum two years’ experience managing and coaching professional staff.
* Outstanding analytical and project management skills with demonstrated ability to successfully manage concurrent/competing priorities.
* Ability to work effectively and maintain a professional demeanor in high-pressure situations and fast-paced environments.
* Ability to work evenings, and weekends, as needed to support events and performances.
* Successful completion of a clear background check.
* **Preferred**:
* Experience in arts marketing or working with non-profit cultural institutions.
* Hands-on experience with CRM platforms and audience development tools.