



## **JOB POSTING**

**JOB STATUS:** 1 year maternity leave replacement full-time contract

**JOB TITLE:** Associate Director of Marketing & Audience Engagement

### **JOB PURPOSE AND REPORTING STRUCTURE**

The Associate Director of Marketing & Audience Engagement's primary responsibilities includes the development and implementation of the subscription campaigns for each subscription series and the development of patron retention initiatives in conjunction with staff.

This position reports to the Senior Marketing Advisor and Executive Director.

This position supervises the Patron Services Manager, the Marketing and Communications Coordinator and the Public Relations Writer.

This position is responsible for communications to the Board and staff when the Senior Marketing Advisor cannot be present.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The Associate Director of Marketing & Audience Engagement works with the Senior Marketing Advisor to develop effective plans and strategies that will achieve the organization's subscription revenue and retention goals. Create, implement and oversee subscription marketing/sales plans, timelines, pricing and budgets based on organizational goals with acceptable cost of sales. Identify and execute effective renewal strategies and new subscription acquisition campaigns, including direct mail, phone sales, radio, television, print, outdoor, web-based, e-marketing, fliers, posters, marketing partners, market specific subscription packages and social media initiatives to acquire and retain subscribers.

In conjunction with the Executive Director and Senior Marketing Advisor, systematically develop Audience Engagement resources external to the budget.

Develop household retention strategies with staff, including systematic patron appreciation, education, feedback, service and loyalty programs in conjunction with the organization's strategic planning and Patron Progression model.

Creation and monitoring of KWS identity standards by which all printed pieces are measured. Develop and oversee the overall image of all KWS internal and external communications--that they are fully consistent with identity standards.

Work effectively with the Senior Marketing Advisor and with artistic and program planning staff to assure appropriate artistic/market balance and to ensure the achievement of the strategic and artistic visions.

Report on the annual, quarterly and weekly progress of the Department's sales and marketing efforts as required.

Carefully track expense budgets.

Attend and participate in meetings of the Senior Staff, Board and various other committees when necessary.

Routinely attend KWS concerts, work directly with patrons and management regarding on-site promotions.

He/she must be knowledgeable about all KWS product lines, programs, composers, guest artists, etc.

Serve on cross-functional teams as assigned.

Attend and work concerts as required.

All other duties as assigned.

## **REQUIREMENTS**

A bachelor's degree is required. A degree in Arts / Cultural Management, Communications or Marketing desired, but commensurate experience will be considered. The successful candidate will have a minimum of 3 to 5 years marketing experience and possess excellent organizational, proofing, copywriting, time-management, and computer skills. Knowledge of classical music is preferred.

The successful candidate must have proficiency with current versions of Windows, Word, Excel, Internet applications, and e-mail. Graphic and web design experience would be a strong asset.

## **TO APPLY**

Please send resume and cover letter to the attention of Amy Higgins, Executive Assistant. [ahiggins@kwsymphony.on.ca](mailto:ahiggins@kwsymphony.on.ca). 36 King St W, Kitchener ON N2G 1A3. This position closes on Friday, October 21.

## **ABOUT THE KWS**

Founded in 1945, the Kitchener-Waterloo Symphony is committed to performing at the highest international level, inspiring young people to actively engage in music, to presenting music in new and relevant ways, and to redefining what an orchestra is today. With 75 concerts each season, 52 professional musicians and a nationally recognized Youth Orchestra program, the KWS plays a vital role in presenting great music to diverse audiences across the region and beyond.