



Job Title: Director of Marketing and Communications

Reports to: Executive Director

Supervises: Marketing and Outreach Associate, Publicist

The Grammy Award-winning Orpheus Chamber Orchestra is seeking a **Director of Marketing and Communications** to be part of a dynamic, forward-thinking team taking this world-class orchestra to an even higher level of artistic and organizational achievement. This is an opportunity for someone who is highly motivated and looking for a worthwhile challenge to realize a strategic growth plan and make a significant difference at a top tier arts institution.

Recognized internationally as one of the world's great orchestras, **Orpheus Chamber Orchestra** performs a season of concerts at Carnegie Hall and major concert venues on four continents, has recorded over 70 albums, and appears frequently on national and international radio and television broadcasts. Orpheus is committed to an innovative, modern artistic profile that juxtaposes traditional masterworks from the classical tradition with newly created works and artistic collaborations that span the classical, jazz, and world-music genres. By performing without a conductor and integrating musicians into every facet of the organization, Orpheus continues to change the way the world thinks about artistic process, organizational dynamics, and creative leadership. Orpheus is governed by a Board of Directors that includes musician members of the orchestra.

Position Summary

The **Director of Marketing and Communications** is responsible for audience development, ticket revenues, global brand management, and communications at Orpheus Chamber Orchestra. S/he will broaden Orpheus' current and potential audiences (live, virtual, and for Orpheus Institute programs); promote Orpheus values and culture through marketing strategies and publicity; maintain the quality and style of communications and consistency of the Orpheus brand; and raise awareness for the orchestra's activities in New York City and around the world. Orpheus seeks a professional who is bright, creative, articulate, and strategic. As part of a small but highly effective administrative staff of 11, s/he will thrive in an environment that requires the dual role of hands-on working and leading. S/he will have the self-motivation to take initiative and work independently, yet also enjoy working as a cooperative member in a highly collaborative culture.

Essential Functions:

- Design and implement Orpheus' growth-oriented marketing strategy for our Carnegie subscription and single ticket campaigns, global tours, Orpheus Institute, and media projects
- Build revenue and expense budgets within organizational parameters
- Monitor marketing goals and evaluate tactics regularly adjusting campaigns as needed

- Conceive, create, and ensure quality and consistency of all institutional communications and collateral material, including print, web, video, and presentation materials for all Orpheus concerts, programs, and tours
- Maintain the website, create and send e-blasts, participate in and strategize social media efforts, manage subscription renewal packages, implement and analyze on-boarding surveys, manage radio and media partnerships, and possibly supervise a telemarketing effort
- Collaborate on the creation of a PR plan that aligns with marketing goals and advances Orpheus profile in NYC and worldwide
- Help define and manage Orpheus' local and global brand and reputation
- Gather data, analyze, and accurately predict future sales based on past trends, current resources and initiatives, and exogenous factors
- Broaden Orpheus' community presence and oversee distribution of free tickets to public school students and related activities through Access Orpheus

Team Responsibilities:

- Support a staff culture of high achievement and passion for the Orpheus mission
- Participate in organizational strategic and artistic planning as a member of the Senior Leadership Team
- Collaborate with musician members on marketing and branding campaigns that feature and leverage their talent, musical knowledge, and passion for Orpheus
- Effectively manage department staff and part-time publicist as well as provide guidance, direction, and approval to external marketing partners, vendors, and consultants
- With Director of Development co-manage the Patron Engagement Team, creating an effective cultivation and communication strategy between marketing and development departments, recognizing that customers and donors are often one in the same
- Report on the progress of marketing and branding campaigns to Executive Director and Board of Trustees

Education/Experience:

BA degree required, Master's degree preferred, plus a minimum 3-5 years experience in marketing, sales, or brand development, or equivalent combination of training and experience. Areas of study, competency, or interest should overlap some of the following: Customer Research and Analysis, Audience Segmentation, Social Media, Graphic Design, Digital Metrics Analysis and Reporting, Web Development, Mobile App Strategy, Blog Writing. Working knowledge of classical music required, experience working in an arts or cultural institution preferred.

Knowledge/Skills/Abilities:

1. Passion for orchestral music and the mission of cultural institutions.

2. Lifelong learner interested in personal growth, continuously building new skills, and staying current in field in order to better serve customers and communities.
3. Superior ability to design and implement marketing and sales tactics as well as customer research and analytics (segmentation); proven ability to grow customer base.
4. Ability to use and manipulate complex data-tracking software.
5. Superior written and verbal communications skills.
6. Strong interpersonal skills, management experience, and ability to manage and develop direct reports.
7. Attention to detail, accuracy, adherence to deadlines, and the ability to manage multiple priorities.
8. Ability to understand financial information and reports.
9. Enjoys working as part of a team and can bring sense of humor to a fast-paced, multi-tasking office environment.
10. Strong project management and creative problem-solving skills and the ability to think and work independently.

Working Conditions/Physical Demands:

Routine for office environment. The employee will be required to travel to meetings, events, and concerts during evening and weekend hours.

To Apply

Please submit a cover letter and resume including salary requirements to: hr@orpheusnyc.org. No phone calls please. Position available immediately and open until filled. Salary commensurate with experience.

Orpheus offers a generous vacation/benefits package and is an equal opportunity employer.