



255 East Ave LL02
Rochester, NY 14604

Job Title: Vice President of Marketing and Communications

Classification: Full Time Salary

FLSA Status: Exempt

Supervisor: CEO

Summary:

The Vice President of Marketing and Communications is responsible for leading all functions which drive earned revenue and achieve patron service goals through compelling marketing, positioning, and pricing messages consistent with the mission, vision, values and strategic goals of the Rochester Philharmonic Orchestra. The Vice President of Marketing and Communications is a highly strategic marketing and communications professional who is capable of building strategies that enhance the organization's reputation and stature, supports the institution's branding and audience development efforts, and ensures the institution's story is being told.

Duties and Responsibilities:

1. Create, manage, and execute all marketing strategies and oversee the implementation of tactical plans that promote the RPO.
2. Drive the ability to meet and/or exceed institutional expectations for achieving ticket revenue goals, net of marketing expenses by developing a strategy for, and managing all components of the annual subscription renewal, acquisition, and single-ticket campaigns.
3. Develop expense budget and ticket sales projections; Analyze sales patterns and pacing, campaign results, and ticket history/forecast to determine the course of campaign strategies and expenditures.
4. Conduct and analyze effective market research to help the RPO make well informed decisions.
5. Oversee all Box Office and Patron Services operations. Oversee the development of strategies for patron retention and frequency-building efforts through outstanding customer service.
6. Lead, develop, and supervise a marketing, sales, and PR team that works cross functionally/departmentally to ensure all institutional marketing needs are being met. Ensure brand standards and brand communication strategies are consistently maintained and applied across all departments and communication platforms.
7. Champion compelling communications storytelling strategy for the organization's diversity, equity & inclusion (DE&I) plans; long-term strategic plan; and mission, vision and values.
8. Present and guide discussions about long term marketing priorities and strategies at key board committee meetings.

9. Represent the RPO at meetings of relevant civic organizations.
10. Completes all regulatory trainings; i.e. sexual harassment, and workshops as scheduled by the institution.
11. Other Duties as assigned.

Supervisory Responsibilities:

This position has supervisory responsibilities that include hiring and terminating. This position oversees a direct Marketing team of 5-6 and indirectly the Box Office of 5-8. Subordinate supervisors totals 2-3.

Language Skills:

Very High Skills: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Mathematical Skills:

High Skills: Ability to work with mathematical concepts such as probability and statistical inference and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability:

Very High Skills: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills:

Microsoft Office

Payroll Systems: Paychex

Database Software: Tessitura

Email Systems: Outlook, Wordfly (email Marketing)

Social Media: WeVideo (cloud-based video editing), Instagram, Facebook, Twitter, LinkedIn, YouTube

Other: Asana – Project Management, Buffer – Social Media Management, Wordpress – Blogging and Webmaster

Education/Experience Requirements:

Bachelor's Degree and/or 7-10 years of professional marketing experience, including at least three years in a management leadership role; arts experience highly desirable.

Specialized Training:

No specialized or technical training required to perform the essential duties of this job:

Certificates and Licenses:

No certificates and licenses other than education or a combination of education and experience required to perform the essential duties of this job:

Equipment:

No technical or specialized equipment or machines are used in the course of the duties of this position.

Knowledge, Skills, and Abilities:

- Highly strategic thinker with proven track record of leading communications strategy and initiatives that drive interest and engagement across multiple stakeholder groups, including media.
- Knowledge of and passion for classical orchestra music.
- Focus on timely execution in a fast-paced environment with high accountability and a strong drive for results.
- Ability to work collaboratively and effectively with internal and external stakeholders to advance strategic objectives.
- Strong leadership and managerial skills with the ability to prioritize activities of the Marketing and Communications team.
- Understanding of emerging marketing and communication technologies; practices, tools, trends and techniques.
- Excellent interpersonal skills with the ability to act independently with community constituents.
- Strong verbal and writing skills to present a polished image of the institution.
- Solid grasp of the numbers; ability to make accurate revenue and expense projections.
- The successful candidate will demonstrate their ability to drive and sustain a clear, compelling institutional message strategy.

Work Environment:

Physical Demands

Position occasionally stands, walks, uses hands; Regularly sits, talks/hear; Occasionally Reaches with hands/arms, pushes/pulls; Never climbs or balances, stops, kneels, crouch or crawls, taste/smells.

Lift and/or Move

Position occasionally lifts and/or moves 10-20 pounds.

Vision Requirements

Position does not require any special vision requirements.

Work Environment/Exposure Conditions

Position is not exposed to weather, vibration, or fumes and is not at risk of electrical shock.

Noise Level

The noise level for this position is moderate. (General office noise) or Loud (orchestra performing)

Other Environmental Exposures

Other environmental exposures are not a factor for this position.

Rochester Philharmonic Orchestra, Inc. is an equal opportunity employer that is committed to diversity and inclusion in the workplace. It is the policy of the Board of Directors of the Rochester Philharmonic Orchestra (RPO) to insure that the RPO is serving the entire Greater Rochester community as a culturally astute and engaged civic organization that is committed to modeling and strengthening the anti-racist values of equity, diversity, and inclusion. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outline by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and internship. The Rochester Philharmonic makes hiring decisions based solely on qualifications, merit, and business needs at the time and seeks a diverse applicant pool for each position posted.