



The Northbrook Symphony Orchestra (NSO) has continuously presented classical music concerts for suburban Chicago- not even stopping for the pandemic- for the past 45 years. Today the NSO reaches all ages and specifically aims to reach younger audiences by providing complimentary tickets for youth and partnering with schools. The Orchestra works with area schools and organizations, intentionally reaching out to under resourced communities, to bring students to concerts. To ensure that there are no financial barriers to youth learning to play an instrument, the NSO collects musical instruments and provides them to schools.

The NSO is seeking a talented and experienced **Part-time Marketing Coordinator** to oversee and execute the marketing efforts of our symphony. The ideal candidate will have a proven track record in developing and implementing successful marketing strategies for a performing arts organization, ideally a symphony. The Marketing Coordinator will work closely with the organization's leadership to promote our concerts and events, increase brand awareness, and increase our audience base. This position collaborates with the Music Director, the Operations Manager and sponsors, and oversees independent contractors and reports to the NSO board.

#### Key Responsibilities and Job Description:

- Develop and implement comprehensive marketing plans that align with the organization's strategic goals.
- Oversee all aspects of marketing, including advertising, public relations, social media, email marketing, and content marketing. Initially implement social media marketing.
- Collaborate with the Music Director and direct graphic designer to develop engaging and innovative marketing campaigns for concerts and events.
- Manage the organization's brand identity and ensure consistent messaging and style across all marketing channels.
- Analyze marketing data and metrics to assess the effectiveness of marketing strategies and tactics, reporting to board and adjusting the plan as needed.
- Effectively work to improve communication with our audiences and ensure the proper accuracy, method, and volume of communication with patrons.
- Manage efforts to connect with and attract emerging audiences through relationships with community partners.
- Strategically manage the distribution of campaign deliverables (emails, flyers, etc.) to enhance the reach of our campaigns and strengthen connections with our communities.
- Develop and maintain relationships with media partners, sponsors, and other stakeholders.
- Stay up-to-date on marketing trends and best practices in the classical music industry.
- Mentor and manage freelancers and volunteers.

- Position is hybrid. Work with other staff and contractors in the office and at concerts and events, as needed. Flexible working schedule, including evening and weekend events, required.
- Work as an independent contractor determining best practices and procedures to complete tasks.
- Perform other duties as assigned and required.

Qualifications and Experience:

- Bachelor's degree in marketing, communications, or related field.
- Minimum of 2-3 years of experience in marketing, with a focus on classical music or the performing arts.
- Proven track record of developing successful marketing campaigns for a performing arts organization, ideally a symphony.
- Strong understanding of digital marketing, including social media, email marketing, and content marketing.
- Excellent communication and interpersonal skills, with the ability to build relationships with media partners, sponsors, and stakeholders.
- Strong analytical skills and experience with marketing data analysis.
- Ability to work collaboratively with the organization's leadership, Music Director and other team members.
- Proficient with Adobe Creative Suite preferred.
- An eye for design and basic graphic design skills.
- Excellent verbal and written communication skills.
- Deep understanding and passion for classical music and the performing arts.

To apply, please submit your resume and a cover letter outlining your relevant experience and qualifications to [pvance@northbrooksymphony.org](mailto:pvance@northbrooksymphony.org). We look forward to hearing from you.