



# INDIANAPOLIS SYMPHONY ORCHESTRA

**JOB TITLE:** Promotions & Marketing Manager

**DEPARTMENT:** Marketing and Communications

**REPORTS TO:** Director of Sales

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## **POSITION SUMMARY:**

Reporting to the Director of Sales, this position develops and manages all opportunities for the orchestra to promote its concert offerings and engage patrons, both in the community and in the ISO indoor and outdoor venues, through events, appearances, partnerships, and patron engagement strategies.

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## **REPRESENTATIVE DUTIES AND RESPONSIBILITIES:**

- Uses all research and tools available to gain a deep understanding of the orchestra's audience
- Works with the Director of Sales to conceive, plan, and execute all promotional campaigns and events
- Pursues new promotional opportunities, builds rapport, and maintains positive relationships with ISO partners and sponsors
- Manages a team of interns each semester to execute promotions and events, in addition to presence at all summer concerts at Conner Prairie Amphitheatre
- Oversees all elements in the planning & execution of ISO contests including: originating or adapting ideas, determining prizes, creating contest rules, maintaining accurate records of contestants and winners, and prize distribution
- Communicates with Orchestra Personnel and schedules musician appearances at events
- Creates & manages Promotions Budget, including but not limited to the purchase of supplies, management of mileage, event fees, and artist compensation
- Oversees & maintains ISO promotional calendar
- Collaborates with the Digital Marketing & Communications Manager to ensure online presence is cohesive with overall ISO brand
- Works with the digital department to maintain ISO social media presence including Twitter, Facebook, Instagram and other platforms that may arise
- Collaborates with ISO Corporate team to develop new ways to engage sponsors and partners
- Regularly attends Marketing and Communications department meetings
- Knowledgeable on all ISO offerings in order to adequately promote to multiple audiences
- Prioritizes involvement in the community, acting as a main ambassador of the ISO
- Other job related duties assigned as needed

## **MINIMUM REQUIREMENTS:**

- Four-year degree and 2+ years of relevant professional work experience in marketing, communications, performing arts, sales, or event management.
- Excellent verbal communication and writing skills.
- Possesses the following traits/skills: initiative, leadership and vision, follow-through, strong communication skills, motivating and leading staff, team and consensus building.

- Highly motivated individual, competent and accountable for individual work.
- Desire to work within a goal-oriented team environment.
- An interest in orchestral music is preferred.

**INTERPERSONAL CONTACTS:**

**INTERNAL:** Frequent contact with all levels of staff employees and musicians.  
**EXTERNAL:** Contact with community organizations, other orchestra staff members, board members, volunteers, and vendors.

**CONTENT OF CONFIDENTIAL INFORMATION:** Will have access to confidential programming and marketing plans, organizational financial information, staff and musician biographical information

**PHYSICAL REQUIREMENTS:**

This position requires the ability to be mobile as the manager will be working remotely at events and promotions. Position also requires the hearing and visual acuity to converse with internal and external constituents in person, over the phone, and via electronic communication with or without reasonable accommodation.

**SPAN OF SUPERVISION:** Supervises a team of interns during the fall, spring, and summer semesters.

**SUPERVISION:** Reports to the Director of Sales but must have the ability to work independently and make sound decisions with a high level of autonomy.

To apply for this position, please email a resume and cover letter to [Jobs@IndianapolisSymphony.org](mailto:Jobs@IndianapolisSymphony.org)