



THUNDER BAY  
SYMPHONY  
ORCHESTRA

Paul Haas  
Music Director

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## Marketing Manager Position

### ABOUT TBSO

Founded in 1960 by two musicians travelling across Canada, the Thunder Bay Symphony Orchestra is a 30-musician orchestra located in Thunder Bay, Ontario—the smallest city in Canada to support a fully-professional orchestra, and the only one of its kind between Toronto and Winnipeg. It provides the highest level of classical performance to its patrons across Northwestern Ontario.

In addition to its core musicians, the TBSO employs 5 administrative and 5 production staff.

Now in its 58th (Seriously Great!) season, the orchestra delivers 21 regular season performances, 4 educational programs delivered to local and regional schools, as well as a half dozen or more special events involving 168 musician services in total.

### POSITION

Reporting to the Executive Director, the Marketing Manager will be responsible for planning, organizing and administering the successful delivery of the TBSO's brand, marketing and communications. The Marketing Manager will collaborate with the Director of Development to align marketing to the the TBSO's donation, gifting, sponsorship and fundraising programs. The Marketing Manager will also collaborate with the Director of Operations to coordinate the annual operations plan and calendar with the annual marketing-communications plan and calendar. This is an essential, demanding and critical position within the organization.

### ROLES AND RESPONSIBILITIES

#### Planning and Reporting

- Develop and implement comprehensive Marketing Plan including, advertising, promotions, social media, and media relations aligned to TBSO strategy, brand and budget
- Establish subscription and single ticket pricing and revenue targets, and season concert schedule in consultation with the Director of Operations and Executive Director, and provide recommendations
- Develop and maintain detailed marketing revenue and expense budgets for Finance Administrator, modify activities based on ticket sales performance

- Working with Operations Coordinator, develop and maintain audience research, tracking, campaign sales, and expense reports, and provide recommendations
- Provide expense and revenue updates as required by the Executive Director and Finance Administrator

### **Marketing Management**

- Cultivate contacts and relationships with media outlets, including negotiation of media sponsorships in partnership with Director of Development, and consulting with and briefing arts reviewers and broadcasters
- Ensure that TBSO brand and visual identity standards are applied to all internal and external communications
- Oversee external professional design and production contractors/consultants in generating major marketing and publicity materials
- Develop and monitor promotions for subscription campaign, single ticket campaign, including website and social media
- Consult with Music Director, Executive Director, Director of Operations, and any others responsible for the development of the artistic programs for upcoming seasons, provide recommendations, and develop corresponding marketing and communications accordingly
- With office staff support, provide marketing guidance to TBSO volunteers and others for non-concert fundraising initiatives

### **Promotions and Campaigns**

- Collaborating with the management team, develop promotional strategies, craft messaging, write and distribute editorial features to media
- Manage and implement annual subscription campaign and single ticket campaigns
- Implement ad and promotions programs for single concerts and special events
- Supervise distribution of all campaign related collateral materials, including social media and digital distribution (email, etc.)
- Ensure theme and brand consistency across all elements of single campaigns, season campaigns and overarching TBSO brand
- Work with Executive Director and Director of Development to design and implement TBSO's sponsorship campaigns

### **Partner and Patron Relations**

- Working with the Director of Operations, maintain a good working relationship with the Thunder Bay Community Auditorium (TBCA) Box office, and act as liaison for TBSO ticketing and audience data analysis
- Serve as primary TBSO contact with patrons, providing exemplary customer service and managing any complaints / inquiries in courteous and timely manner
- Identify opportunities for partnerships and associations with outside community agencies, and collaborate with Director of Development to bring to fruition

### **Website and Social Media**

- Develop, maintain and track on-line ticket and product sales
- Supervise and assist Executive Assistant and Systems Administrator in creating and maintaining content for TBSO website, blog and social media
- Coordinate design and updates to the TBSO website, ongoing
- Enhance website functionality as required with contractor(s), e.g. e-commerce plugins, surveys, integration with Sumac (CRM), etc.

## **Collateral Program**

- Using office staff and Operations Coordinator as support, collect content, provide design brief and supervise production of TBSO's Curtain Call house program
- Using office staff and volunteers as support, collect content and supervise production of 4-page Event Programs for all TBSO events
- Provide design guidelines and supervise production and distribution of smaller marketing and publicity materials including e-postcards, e-newsletter, social media, website, advertisements for local partner organizations (Senior's Paper, Magnus, etc.), and other items as required
- Using Executive Director as support, conduct research and write communications materials, including, publications, audio-visual and documentary scripts
- Coordinate multimedia projects, photography and visual services and activities
- Act as a spokesperson to the media and public as required by providing program information

## **Supervision and Administration**

- Supervise and direct office staff's writing and communications
- Supervise System Administrator
- Create and coordinate Concert/Event Marketing-Communications Calendar with Director of Operations, including:
  - Media releases, PSAs
  - Event Calendar descriptions
  - E-News
  - Advertising and editorial schedules
  - Other communications as assigned
- Advise office staff on all communications activities to ensure appropriate coordination
- Provide proofreading and editing services to all departments as required, utilizing Executive Assistant for assistance
- Write content and direct writing assignments to office staff for season brochure, promotional articles, etc.
- Develop and maintain TBSO news blog on website, including content timeline, creating written or video content (articles, interviews, previews, etc.)
- Supervise the creation and updating of content for website and social media platforms
- Using services of office staff and volunteers, oversee production of media kits, and coordinate all media events
- Recruit and oversee volunteers to write preview articles, volunteer program/fundraiser marketing materials, and assist whenever possible
- Collect and file TBSO marketing materials, reviews, articles, and previews for archival purposes
- Contribute to, organize and manage the TBSO's creative archive, including art, media and photography resources

## **Misc.**

- Concert Duty – Merchandise and/or Ticket sales table
- Other duties as required

## **QUALIFICATIONS AND SKILLS**

The successful candidate will have 3 to 5 years of experience in a demanding marketing and administrative environment. A Bachelor's Degree is seen as a minimum requirement, however a combination of training and experience will be considered.

Experience with MS Office, especially Excel, is essential, as is fluency with web and social media. Proficiency in Adobe CC is an asset but not essential. The successful candidate will possess superior writing and organizational skills. A background in journalism and/or office administration would be helpful. Interpersonally, the Marketing Manager will be collaborative, self-directed, as well as open to input from other team members. This is not a creative position, it is a mission-focused position.

#### **BENEFITS AND REMUNERATION**

This is a full-time mid-level to senior position within the organization. Salary will be attractive (as possible for a small not-for-profit) and commensurate with skills and experience. Benefits include generous time off during the winter holiday season and the summer off-season. The TBSO is an equal opportunity employer, and provides a safe and supportive workplace.

#### **TO APPLY**

Apply by email to [executivedirector@tbsso.ca](mailto:executivedirector@tbsso.ca) on or before midnight Wednesday, October 17, 2018. Include letter and résumé with three references in single pdf document. Late applications (within reason) may be accepted, and application deadline may be extended without notice. Only selected candidates will be notified. We thank all who apply.