



**WEST MICHIGAN SYMPHONY**  
SCOTT SPECK | MUSIC DIRECTOR

## Marketing & Development Manager

### Organization Description

West Michigan Symphony (WMS) is an anchor arts organization headquartered in Muskegon whose cultural footprint extends throughout West Michigan. Its Vision is to be **a catalyst for a music-infused West Michigan**: leading, facilitating, connecting and collaborating with the community to stimulate cultural vibrancy, inclusivity and pride of place. WMS presents an eight-concert season that includes classical masterworks and pops at the Frauenthal Center in downtown Muskegon. It also operates The Block, a listening room for the musically curious that sparks inspiration and fellowship through uncommon presentations of live classical, jazz, folk and more. Finally, WMS presents music education programs that enrich the lives of children and adults through exploration, participation and performance.

WMS is committed to fostering diversity, equity and inclusion; thereby making the Symphony a place where everyone feels invited and accepted. We strive to reflect these values throughout our organization—including our Board, staff, musicians and volunteer base—and to reflect the rich diversity of the West Michigan community.

### Position Description

The Marketing & Development Manager is a full-time position reporting directly to the President/CEO. The position is responsible for managing the organization's marketing, audience development and fund development programs to maximize earned and contributed revenue. Three words encapsulate the *raison d'être* for this position: **building patron loyalty**. In orchestra parlance, a *patron* might be a single ticket buyer, subscriber, donor, volunteer or any combination thereof. Loyal patrons attend regularly, donate, and serve as organizational advocates. Collectively, they comprise a community that surrounds and sustains the orchestra, celebrates its musical and educational activities, and embraces its vision of a music-infused community. The primary role of this position is to cultivate this community.

### Position Summary

Under the direct supervision of the President/CEO, the Marketing & Development Manager plans and executes ongoing subscription and single ticket sales campaigns; advertising and special promotions; direct mail and online marketing; annual individual gift fund raising; corporate sponsorships; foundation grants; and special events. The position works cooperatively with the Art Director/Marketing Coordinator, Education Director and Patron Services Manager, and serves as staff facilitator of the Advancement Committee of the WMS Board of Directors. Qualifications include a Bachelor's Degree in Marketing, Development, Arts Management or related focus with a minimum of three years' professional experience.

## Responsibilities

### Development

- Research, develop, manage and implement all phases of the Annual Development Plan for individual, corporate, foundation and special event fund development.
- Individual gifts: write compelling, effective direct mail appeals and acknowledgement letters; build positive relationships and maintain regular contact with major donors; and strategize and manage regular *ask, thank, report* touchpoint cycles.
- Corporate support: Research, identify and spearhead cultivation of corporate sponsors in collaboration with CEO and Board members. Prepare and send proposals and ensure consistent and persistent follow-up. Ensure fulfillment of sponsor benefit packages and maximize sponsor participation, engagement and sense of value.
- Foundation support: Research new and ongoing sources of foundation support for WMS operations and education programs. Build active, positive relationships with area foundation staff. Develop and maintain annual calendar of grant proposals and reports. Write compelling and meticulously accurate grant proposals and reports.
- Special Events: Plan and coordinate the annual Gala, working cooperatively with volunteer task force and facilitating board participation to maximize the effectiveness of this event. Plan and manage other annual fund- and friend-raising events.

### Marketing

- Research, develop and manage all phases of the Annual Marketing Plan for subscription renewals, new subscriber acquisition, single ticket prospecting and sales, and institutional brand profile building.
- Be an active member and partner of the staff marketing and audience development team, which includes the CEO, Art Director and Patron Services Manager. Work with this group to plan and implement effective ticket pricing, promotions, and other policies that successfully drive revenue and attendance goals and maximize patron satisfaction and retention.
- Take the lead on managing the print, direct mail, and online communications and promotions schedule. Work with Patron Services Manager to ensure accuracy of all patron information in CRM and resulting donor rosters and acknowledgement.
- Serve as lead copywriter for all marketing communications materials, including print and online newsletters, season program magazine, sales brochures, web and social media content, invitations, and news releases.
- Serve as lead proofreader to ensure the highest level of quality in all published materials.
- Ensure accuracy, quality and regular maintenance of web content.
- Develop effective, attention-getting social media content that maintains organizational visibility throughout the regional online community

## Knowledge, Skills & Abilities

- Proactive, hands-on manager who will own, in partnership with CEO, responsibility for the fund and audience development programs of WMS.
- Creative thinker with promotional instinct and firm knowledge of marketing and development techniques.
- Ability to organize and manage multiple priorities, short-term and time-sensitive projects, without losing sight of broader goals and objectives—a strategically constant yet tactically creative work style.
- Skilled time and energy manager with the ability to meet critical deadlines while maintaining creativity, accuracy and quality.
- Excellent written communication skills and the ability to produce compelling, persuasive marketing and development materials; proficiency in proofreading and editing.
- Strong verbal communication skills and the ability to interact effectively and courteously with diverse groups and be socially perceptive in contacts with all individuals.
- Curiosity and the desire to learn about the art form and its traditions, as well as the specialized marketing and audience development techniques and best practices within the field—and then transcend them.
- Willingness to embrace organizational mission, vision and values, including philosophies and practices related to diversity, equity and inclusion.

## Qualifications

- Bachelor's Degree in Marketing, Development, Arts Management or a related field.
- At least 3 years of professional experience.
- Personal qualities of integrity, credibility and dedication to the mission of WMS
- Background in classical music a plus.

While the above is a description of the essential functions of the position, other duties may be assigned. This job description is subject to change at the discretion of management.

## Employment Details

**Status:** Full-time, Exempt

**Hours:** 40 per week, M-F, with occasional weekend and evening concerts and events. Office hours 9 a.m. to 5 p.m. M-F.

**Salary:** Commensurate with experience.

**Benefits:** Individual Group Health Insurance, WMS pays full premium. Spouse and family premiums are the responsibility of the employee. After completion of one full year of employment, position is entitled to participate in the WMS 403(b) plan. WMS will match (dollar for dollar) up to 2% of annual pay.

**PTO:** Personal, Sick, Holidays and Vacation days agreed upon paid in full.

West Michigan Symphony is an equal opportunity employer. To apply, please submit a cover letter, resume, salary history and at least 3 professional references, to [info@westmichigansymphony.org](mailto:info@westmichigansymphony.org) with Marketing & Development Manager in the subject line.