



WEST MICHIGAN SYMPHONY

Title: Marketing & Design Manager

Reports to: VP of Development and Marketing

Status: Full-time

Work Location: On site

Date: January 2023

The West Michigan Symphony is seeking a top notch marketing and design professional to join our small but mighty marketing team. We're looking for an individual who can seamlessly convert written and verbal strategic direction into a broad assortment of creative deliverables, including web, digital, social, email, print publications, photography, video and out-of-home as well write and edit copy, and manage promotional campaigns. You'll be charged with building and managing a full-service, in house "agency."

Reporting to the VP of Development and Marketing, and providing marketing and graphic services across the organization, the ideal candidate will have an intimate understanding of how marketing and communication campaigns work, especially in the performing arts and/or live entertainment sectors. We work in a fast-paced environment and are looking for a candidate that can hit the ground running and effortlessly manage multiple projects. Applicants with a passion and background in music will be given prime consideration.

This role is roughly 50% marketing/promotional campaign management – 50% graphic design.

Responsibilities:

- Design and produce marketing, communications, fundraising and education materials, including web, digital, email, print, video and out-of-home.
- Work collaboratively with marketing team members, and other internal customers, to establish design direction for concerts, events and campaigns. Incorporate relevant input from various departments. Make recommendations pertaining to design, layout, typography and format. Help facilitate communication flow to meet expectations.
- Ensure consistency of visual communications across all deliverables and follow established brand guidelines to ensure the consistency of work and maintain the integrity of WMS brand.
- Provide strategic input and insight to marketing team and leadership.
- Maintain the organization of art files on the network.
- Collaborate with external partners, agencies and vendors.
- Monitor and report on activities, and provide relevant information to management and team.
- Regularly attend WMS concerts and events; weekend and evening event duty.



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Qualifications:

- Highly motivated, creative individual with strong interpersonal skills, excellent organizational, project- and time-management abilities and a positive attitude.
- Skilled at both detailed processes and conceptual, strategic thinking.
- Thrives in a deadline-driven environment, with the ability to coordinate multiple projects simultaneously and manage production schedules and competing deadlines while adhering to budget parameters.
- Enjoys working as part of a flexible, fast-paced marketing team, while incorporating the needs, requests and critiques of various departments and internal customers.
- A team player who can take initiative and work independently with minimal supervision.
- Strong written and verbal communications skills are necessary, along with a firm command of grammar, punctuation and spelling.

Education and Experience:

- Bachelor's degree from an accredited college or university with major emphasis in graphic design or integrated marketing preferred.
- A minimum of five years' experience in agency or in-house creative department; at least two of those must demonstrate significant responsibility in helping to integrate design concepts into overall branding and marketing programs.
- Fluency in Microsoft Office. Expert knowledge of the Adobe Creative Suite, InDesign, Photoshop. Experience managing websites using WordPress or another CMS platform. Video editing software experience a plus.
- A stellar portfolio showcasing a variety work in both print and digital.
- A solid sense of design, layout, color, and typography.
- A strong understanding of creating information hierarchy through typography.
- A strong understanding of printing and prepress standards and mailing requirements.
- Familiar with branding and comfortable adhering to style guides.
- Experience with: sourcing and editing artwork and photos; illustration; photography; video editing; web design and html.
- Experience designing a wide variety of collateral including: publications/catalogs, direct mail, web and email, print and digital ads, video, flyers, forms, banners and signage.
- Social – Facebook, LinkedIn, Instagram, Twitter
- Email – Mailchimp

Full-time salary with benefits. For consideration, please forward a cover letter and resume, including salary range expectations to VP of Development and Marketing at employment@westmichigansymphony.org. Include Marketing & Design Manager Application in the subject line. Interviews begin immediately. Applications reviewed until position filled.

EOE – We value diversity in our workforce.