



POSITION PROFILE
BUFFALO PHILHARMONIC ORCHESTRA
DIRECTOR OF MARKETING

The Buffalo Philharmonic Orchestra (JoAnn Falletta, Music Director) invites applications and referrals for the position of Director of Marketing.

The Position

The Director of Marketing is a member of the senior management team, reporting to the Executive Director. The Director develops and implements all marketing and communications strategies, with the goal of increasing ticket sales and attendance for all BPO events and concerts, and delivering a positive brand experience that earns support for the BPO mission. The director works in conjunction with other members of the BPO team to plan the concert season and develop program offerings.

Responsibilities

- Directs the day-to-day operations of the marketing staff in service of the overall institutional needs of the BPO, including development and education activities, to help create a dynamic public image for the organization.
- Develop and implement all marketing and communications activities, including media relations, publications and advertising to support the BPO's strategic mission and long-range plan to increase awareness, ticket sales and attendance at BPO events and concerts.
- Administer a strategically driven subscription, group, and single ticket sales program to meet institutional needs for earned revenue and attendance, using direct mail, social media, email marketing, digital, print, radio and TV advertising, e-commerce, PR, special events/receptions, and promotions.
- Oversee brand development and assure consistent implementation is all areas with input of BPO constituencies, management team and orchestra leadership.
- Oversee the BPO's digital advancement program including website and e-commerce, advertising, social media, and permission marketing.
- Serve as liaison to the marketing committee of the board of trustees, and optimize committee support of strategic and tactical marketing initiatives into the marketing planning process.
- Prepare and maintain operating budgets for marketing and communications activities, and develop revenue and expense budgets. Work with the Finance Director on budget assumptions, documentation, and analysis. Prepare financial forecasts and reports.
- Create and implement patron loyalty and retention initiatives.
- Oversee the timely development and production of all marketing and promotional materials for subscription renewal and acquisition campaigns, individual concerts, tours, educational and community activities and other BPO events. Supervise the Marketing Associate in maintaining production calendars.
- Cultivate relationships with members of the news media locally, nationally and internationally; supervise the Communications Coordinator in developing/executing media and PR plans.
- Negotiate and maintain contact with outside vendors for direct mail, design and printing services; advertising, etc., to ensure competitive pricing and the quality of their work.
- Represent the BPO to constituencies such as the Greater Buffalo Cultural Alliance and the Rotary Club of Buffalo. Collaborate with other cultural organizations in arts advocacy support.
- Develop a robust research program on marketing trends and best practices.
- Manage and direct marketing for non-BPO events activities at Kleinhans Music Hall to the extent necessary

BUFFALO PHILHARMONIC ORCHESTRA

786 Delaware Avenue, Buffalo, New York 14209 • Phone (716) 885 0331 • Fax (716) 885 9372 • Ticket Services (716) 885 5000 • (800) 390 4562 • bpo.org

Stephen T. Swift, *Chair*

JoAnn Falletta, *Music Director*

Daniel Hart, *Executive Director*



About the Buffalo Philharmonic Orchestra

Since its inception in 1935, the BPO has served as Buffalo's cultural ambassador. With JoAnn Falletta serving as Music Director since 1999, the Grammy Award-winning orchestra presents more than 120 Classics, Pops, Rock, Kids, and Youth concerts each year. Under the musical direction of William Steinberg, Josef Krips, Lukas Foss, Michael Tilson Thomas, Julius Rudel, Semyon Bychkov, and Maximiano Valdes, the BPO has matured in stature. Such distinguished guest conductors as Sergei Rachmaninoff, Isaac Stern, Aaron Copland, Van Cliburn, and Yo-Yo Ma have graced the orchestra's stage. Since 1940, the BPO's permanent home has been Kleinhans Music Hall, a national historic landmark designed by Eliel and Eero Saarinen, considered to be one of the finest concert halls in the United States. The BPO's administrative offices are in a former mansion, minutes away.

Living in Buffalo and Western New York

Ranked #33 among the best places to live in the United States by *US News & World Report*, Buffalo is a city undergoing a renaissance. A thriving metropolitan region with a growing population of more than 1.1 million, Buffalo is home to many arts and culture institutions as well as professional and amateur sports teams. Residents enjoy a thriving local pub scene and a wide selection of top-tier restaurants.

The city has a neighborly feel. With housing costs less than the national average, home ownership is well within reach. Tree-lined avenues connect people to each other, and the average commute is only 21 minutes.

Located on the eastern shore of Lake Erie, Buffalo's newly developed waterfront is anchored by Buffalo Harbor State Park, which boasts a beach, a 1,000-slip marina, boat and personal watercraft launches, a restaurant, and walking paths. Buffalo is only 20 miles away from Niagara Falls, 90 minutes from Letchworth State Park and the Allegheny National Forest, and two hours from the New York Finger Lakes and Toronto.

Buffalo enjoys warm summers, mild springs and colorful autumns. While lake-effect snow does pile up in the winter, the city has the equipment and experience to handle it. Plus, there's excellent skiing less than an hour from downtown.

Qualifications

The ideal Director of Marketing is a natural strategic planner who develops the orchestra's marketing, sales, audience development, communications and customer services programs utilizing the latest best practices and innovations in performing arts marketing. The Director integrates marketing and sales activities into a comprehensive, multi-channel advancement program. (S)he relies heavily on data to drive decision-making. (S)he has the capacity to contribute a marketing-driven perspective to music programming conversations. The Director is a collaborative, creative, inclusive, and appropriately risk-tolerant leader who, managing a small, dedicated staff and a board marketing committee, and produces high-quality work in a complex, fast-paced environment. The director cultivates a culture of hard work, mutual respect and ongoing learning.

The ideal candidate will have the following qualifications:

- Passion for and deep knowledge of the classical music repertoire
- Bachelor's degree required in marketing, advertising, business, arts administration or related field, or equivalent experience
- Experience with event sales, ticketing, pricing, and inventory management, preferably in the music industry
- Experience creating and executing successful integrated, multi-channel sales and marketing campaigns
- A minimum of five years of progressive data-driven marketing and sales experience

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- At least three years in a hands-on management/leadership/supervisory role
- Experience building a digital and social media program
- Well-honed PR and communications capabilities
- Track record of accurate financial management and reporting
- Experience with brand development and activation
- Strong project management experience
- Impeccable written and verbal communication skills

Application Process

The salary is competitive, and commensurate with the appointee's qualifications and experience. A comprehensive benefits package is provided.

The deadline for applications is April 13, 2018.

Robert Sweibel Arts & Culture Consulting is conducting this search on behalf of the BPO. Interested candidates are invited to submit a cover letter, resume, list of references, and salary requirements *in confidence* to:

Robert Sweibel
Robert Sweibel Arts & Culture Consulting
900 West End Ave, Suite 8H
New York, NY 10025
jobs@robertsweibel.com

No phone calls, please. For additional information, please visit www.robertsweibel.com.

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