

# FORT WAYNE PHILHARMONIC

Andrew Constantine, Music Director

## Marketing Specialist

Full Time / Exempt

### General Summary

The Marketing Specialist will facilitate and communicate direct marketing and social media efforts of the Fort Wayne Philharmonic (40%), lead effective internal and external communications (40%), and support, communicate and maintain the brand strategy, analytics and paid media (collectively 20%).

### Principal Duties and Responsibilities

- Lead communication in the areas of Marketing & Promotions, Media and Public Relations, Advertising and Audience Development for all Fort Wayne Philharmonic programs.
- Partner with appropriate marketing firm(s) engaged in the development and implementation of marketing strategies across various platforms.
- Build public interest in Philharmonic programs, both locally and regionally; Work with dedicated marketing firm(s) to maximize revenues through paid admissions, ticket sales, media outlets and other sources to sustain and expand the Philharmonic's audiences and reach.
- Develop robust social media, print, targeted, bulk and email campaigns; Articulate and expand the brand consistently through all website, print and graphic representations.
- Draft press releases for concerts, special events, development and education initiatives and other potential newsworthy stories.
- Expand, update and maintain media contacts lists.
- Oversee program advertising sales to ensure budgetary targets are met.
- Oversee group sales initiatives.
- Assist with follow-up calls for renewal and acquisition campaigns.
- Support other marketing efforts as assigned.

### Reporting Relationship

- Reports to Marketing Manager
- Works closely with all members of the Marketing department as well as Development, Community Engagement and the Box Office (external).

### Knowledge, Skills and Experience Required:

- Three or more years of experience in Communications, Marketing and/or Public Relations.
- Bachelor's degree (Marketing or related field is preferred).
- Experience in a nonprofit organization and/or performing arts environment preferred.
- Excellent oral and written communication skills.

- Ability to demonstrate excellence in organization and communication skills, planning, budgeting.
- Ability to take initiative, manage multiple projects simultaneously, attention to detail, the ability to work under tight deadlines, and tight time frames, and work both independently and as a member of a team.
- Knowledge of Adobe Creative Suite and Canva, or similar software.
- Candidate must be able to work evenings and weekends as required for performances and marketing events.

**Compensation:**

Commensurate with experience.

**Fort Wayne Philharmonic:**

Now in its 80th season, the Fort Wayne Philharmonic is one of the most exciting performing arts organizations in Indiana. The Philharmonic's mission is to inspire and foster a lifelong love of classical music through performance and education. Led by Music Director Andrew Constantine, the Philharmonic performances reach more than 200,000 people every season at the Auer Concert Hall and at various venues throughout the community, including schools, nursing homes, community centers, and churches. The Fort Wayne Philharmonic is truly an orchestra of the future, with bold plans to reach deeply into the fabric of the community with exciting, entertaining and meaningful offerings. The Philharmonic reaches more than 39,000 young people and families through its extensive education and community engagement programs, including Ensembles in the Schools, Young People's Concerts, and Club Orchestra - a novel El Sistema modeled collaborative program with 3 Fort Wayne Community Schools - inspiring and motivating young citizens of the future. Regional touring, donor cultivation, and board activities round out a busy performance schedule for the orchestra.

**Application Deadline:**

Open until filled.

**Application Procedure:**

Send cover letter and resume to:

Brian Heintz

Director of Employee Relations and Inclusion

4901 Fuller Drive, Fort Wayne, IN 46835

[bheintz@fwphil.org](mailto:bheintz@fwphil.org)

*No phone inquiries, please.*