



JOB POSTING PRODUCER

REVISION DATE: *January 27, 2023*
ORIGINAL POSTING DATE: *September 16, 2022*
REPORTS TO: *President & CEO*

Are you an experienced project leader who enjoys bringing creative ideas to life? Do you have talents to make the “impossible” possible, to help people make magic with ordinary resources, and to inspire others to collaborate and invent? Would you like to have a key role in leading innovation for an entire field? We are looking for a **Producer** to help us launch a bold, new vision, designed to radically increase community participation in live symphonic music, with the intent of connecting performing arts to communities and fostering human connection through shared experience.

Working alongside a Creative Director and across several departments in the organization, you will lead the realization of immersive experiences and content production that will bring a beloved symphony orchestra to more of the community than ever before. Through the creation of experiences and content based on story, with emotional and visceral subject matter, we aspire to make symphonic music (and especially classical music) more widely desirable and approachable as a means of life enhancement, entertainment, enrichment, and human connection.

As Producer, you will be tasked with overseeing the execution of designs for experiences that surround Kansas City Symphony concerts. You will ensure that we are able to achieve maximum impact for the resources invested, working alongside our data scientist to both measure and focus creative efforts in service to our goal of unprecedented audience expansion.

You will be in charge of advancing and refining new principles, strategies, processes, methods, and tactics envisioned in the Audience Development Initiative (ADI). The Audience Development Initiative is a five-year endeavor to radically expand community connection to live classical orchestral music. Launching now, ADI will increase the number of people who make live classical music a regular part of their lives. We will achieve this by generating new demand for live classical music by producing creative content, supported by data science. We will employ storytelling to create emotional expectation for concert attendance and craft new experiences around the concert that invite entry and participation.

The Producer is a cross-departmental project manager, who works closely with multiple levels of staff throughout the organization to operationalize ADI.

The ideal candidate will have:

- 5+ years of project management experience in a creative industry (live events experience strongly preferred).
- Competencies in leadership, communication, organization, and process invention and refinement.
- Experience with data-driven strategy, with a curiosity for the possibilities of data science.
- Demonstrated success collaborating with visionary leaders, and bringing concepts to reality.
- A passion for live cultural experiences, and an understanding of what motivates people to participate in them. A strong interest in orchestral music is preferred.
- An infectious entrepreneurial spirit, grounded in personal integrity.

If you are interested in joining an organization that is not only fanatical about symphonic music but also about the transformational effect that this living art form can have on people’s lives, we invite you to apply.



COMPENSATION: Salary of \$90,000 or more, commensurate with experience. The Kansas City Symphony offers a very rich suite of benefits including a PPO health insurance plan with dental and vision benefits, along with a 403(b) plan with employer match, disability insurance, and maternity benefits.

The Kansas City Symphony is an Equal Opportunity Employer. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, or veteran status.

Representative Duties and Responsibilities

The essential duties and responsibilities of the Producer include the following:

PROJECT MANAGEMENT OF THE TOTAL CONCERT EXPERIENCE

Working as a supportive peer to the Creative Director, prepare project budgets and monitor expenses for the Total Concert Experience (TCE) track of ADI, and make regular reports to CFO and CEO as a member of senior management.

For all TCE projects, search for and identify vendors and independent contractors who are best suited for project requirements. Negotiate fees and manage payables. Draft, review, and oversee contracts, including supervision of performance with input from Creative Director, and perform resulting approval of vendor/contractor invoices. Ensure compliance with KCS policies in place at the time for different types of vendors/contractors, such as confidentiality and non-compete, and other such language that may apply.

Measure, assess and report on the effectiveness of TCE projects against business goals in the areas of audience acquisition and retention, earned and contributed revenue, and diversity, equity and inclusion. This includes measuring and assessing both the effectiveness of the content itself and also the appropriate distribution of that content to segmented target audiences. Supervise the work of the Data Scientist, ensuring timely and accurate collection, reporting, and analysis (both descriptive and predictive) of the *right* information to drive management strategy and tactics, especially since much of the Total Concert Experience activity is novel to orchestras.

INTEGRATION OF ADI ACROSS THE ORGANIZATION

Collaborate and communicate across all departments to ensure complete integration of ADI throughout the staff and musicians. For example, this would include:

- Ensuring that Sales & Marketing has timely and impactful content from Creative, and that the content is being leveraged (distributed) to maximum effect.
- Partnering with the Creative Director on brand management, to ensure that Philanthropy has the tools they need to send out donor communications that feature the best available and up-to-date content to reinforce brand strategy.
- Coordinating closely with Operations and the Kauffman Center for the Performing Arts on the logistical planning and execution of TCE elements from Creative, and facilitating and performing problem-solving where logistical challenges arise.

PRESENTATION OF THE MOBILE MUSIC BOX FOR AUDIENCE DEVELOPMENT PURPOSES

The Mobile Music Box is a portable stage that is used for general goodwill community engagement and also educational purposes. We would also like it serve a strategic audience development purpose as well, where it is deployed and programmed in specific ways to grow our Helzberg Hall audience. The Producer will be responsible for directing and coordinating the Mobile Music Box for these ADI-focused outings, while the Director of Education and Community Engagement will direct it for other activities.

STAFF RELATIONSHIPS

The Producer serves on the Executive Leadership Team, reporting to the President & CEO, with a dotted-line report to the COO. The Producer works closely as a peer to the Creative Director and VP of Sales and Marketing.

Direct reports include the Data Scientist and Immersive Production/Stage Management personnel who may be on staff or contracted depending on the needs of the organization.