

# **KANSAS CITY SYMPHONY: ONLINE ENGAGEMENT DIRECTOR**

Department: Sales and Marketing

Type: Full-time

## **Summary**

An important role we seek to fill on this team is the position of Online Engagement Director. As the leader in advancing public attraction and engagement through digital means, this position is a thought partner to the Vice President of Sales and Marketing in developing and implementing strategy to significantly widen the Symphony's patron base and deepen individual engagement.

The Online Engagement Director is responsible for leveraging and implementing current technologies and best practices to engage, energize, promote, and inspire through digital means. Working closely with the Creative Team, this person will share stories and content to the public in a way that generates new audience, increases frequency of attendance, and deepens individual relationships with the Symphony and with symphonic music.

## **Essential Duties and Responsibilities include the following:**

- The Online Engagement Director is the keeper of the Symphony's public-facing digital properties, including websites, social media, e-mail, and emerging technologies for interactivity such as virtual spaces and chats.
- This position will also work closely with the Video Engineer to ensure that the Symphony's streaming platform and digital exhibits achieve optimal public and patron engagement. This position is equally left brain and right brain, requiring extraordinary communication skills, analytical thinking, and creative ability.
- The Online Engagement Director will communicate with many different audiences and demographics, shaping messaging based on individual journeys with our various musical offerings. A strong ability to develop insights that drive engagement strategy is critical to advancing patron journeys. The ideal candidate will possess a hunger for robust data collection, providing the Symphony's data team with powerful sources that will drive market segmentation, and highly targeted communications. The success of the position will be measured on acquisition and re-engagement of ticket buyers in the concert hall, along with many preceding metrics around development of the patron pipeline through digital means.
- Use digital media resources to reach and engage various constituencies within the Kansas City region, to help develop new and different audiences for Symphony concerts and community activities and deepen relationships with existing audiences.
- Identify and work closely with numerous digital media vendors for marketing and image campaigns, which may include:
  - Targeted display banners
  - Geofencing
  - Video pre-roll advertising
  - Google ads and AdWords, keyword search, SEO and SEM

- Maintain social media accounts daily with consistent, creative and strategic posts, boosted posts and ads on Facebook, Instagram, Twitter and YouTube.
- Brainstorm ways to creatively use our TikTok account for Symphony objectives. Help to identify other digital means to effectively reach people and identify vendors with which to partner.
- Maintain the Symphony's website and associated web pages through daily content updates of text and images.
- Maintain a regular campaign of email marketing that highlights Symphony concerts and community relations. Segment email campaigns, with specific messages being sent to custom lists. This includes the distribution and analysis of email surveys to concert attendees and specific database constituencies, working with Symphony leadership including our Data Scientist and Manager of Ticketing Services.
- Work with various vendors and departments within the Symphony to create content for strategic needs and outcomes.
- Promote and maintain MySymphonySeat.org website and video streaming platform.
- Other duties as assigned.

### **This work will support the following goals:**

- Increase community connections and goodwill.
- Increase awareness of our variety of Symphony offerings.
- Increase ticket sales.
- Deepen our already existing relationships, making people feel closer to us Just as digital media options and effectiveness continue to change and evolve, so will this position.
- Work with the VP of Sales and Marketing (and other Symphony leaders such as the Creative Director and Data Scientist) to strategize on tactics and avenues needed to achieve successful outcomes of increasing visibility and audiences impacted. This also includes identifying various audiences, how to reach them, and the messaging needed to cause desired actions and outcomes.

### **Required Qualifications:**

- Five or more years of digital marketing experience.
- Excellent written and verbal communication skills.
- Strong analytical ability and capacity to recommend course corrections.
- A passion for live cultural experiences, and an understanding of what motivates people to participate in them. A strong interest in and history listening to orchestral music is preferred.

### **Profile of the Ideal Candidate:**

The ideal candidate will have an outgoing spirit, grounded in personal integrity. They will have proven experience with a track record of vastly surpassing expectations by challenging existing assumptions and ways of doing things. They will have a high degree of intellectual curiosity, and a creative bent that inspires new ways of thinking and problem-solving in colleagues. An analytical skillset is absolutely essential, with the ability to look at a challenge from many different angles in order to develop new insights, and the ability to effectively communicate those insights with others. The ideal candidate will be highly self-aware, and be able to read and respond to verbal and non-verbal cues in others. They will

have a commitment to transparency and truth, in a way that both informs and inspires, and will be candid and respectful at the same time. They will not be shy to speak hard truths, and to inspire action in others to promptly address these truths. They will be able to promptly earn the full trust and confidence of the VP of Sales and Marketing and other staff by demonstrating outstanding judgment, insightful analysis, and responsive management.

**To apply:**

*Please send materials (cover letter, resume, and examples of/links to previous work) to:*

Kansas City Symphony

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No calls, please.

*The Kansas City Symphony is an Equal Opportunity Employer and is committed to creating and supporting a diverse staff.*