



JOB POSTING

CHIEF MARKETING AND EXPERIENCE OFFICER

POSTING DATE: March 21, 2024
REPORTS TO: President and CEO
SUPERVISES: VP of Sales/PR/Promotions; VP of Brand Marketing and Creative Content

The Kansas City Symphony (KCS) is seeking candidates for the new full-time role of **Chief Marketing and Experience Officer**. The Chief Marketing and Experience Officer (CMEO) will play a pivotal role in serving as a senior leader of the Kansas City Symphony, leading an innovative, collaborative marketing and sales team; shaping our portfolio of brands; leading data-driven research initiatives; developing cohesive marketing and sales strategies to drive visitation; guiding branded creative content across owned, earned, shared and paid media; and designing and delivering best-in-class audience experiences physically and digitally for the community.

This strategic leader will collaborate with the President and CEO, senior leadership team members and internal and external stakeholders to drive visitation to Symphony performances, foster community engagement, connect to our philanthropic goals and elevate the profile of the Kansas City Symphony on a local, national and international scale.

Key Responsibilities

The following is a representative list of key duties and responsibilities of the CMEO:

Senior leadership team member

- Serve as a senior leadership team member overseeing Brand Marketing, Creative Content, Sales, Guest Experience, PR and Communications reporting to President and CEO.
- Serve as a fellow KCS senior leadership team member with Philanthropy, Operations, Finance, Artistic and others.
- Join the leadership team in defining, building and measuring a winning culture that elevates KCS as an employer of choice.

High-performance integrated brand marketing, content, sales and communications team leader

- Lead, inspire and develop a collaborative high-performing integrated marketing, creative content and digital team in addition to sales, guest experience, ticketing/box-office, public/media relations and communications.
- Oversee the team in the successful design and delivery of KPIs and goals for a master brand portfolio.
- Build a winning team culture and recruit, train and develop new team members as KCS' organizational needs evolve.

Strategic marketing leadership

- Drive development of overall master brand portfolio marketing strategies for the organization, including annual and/or long-term business planning initiatives.
- Own and develop KCS's destination marketing strategy and integrated marketing and sales plans through annual business planning and ongoing initiatives.
- Spearhead new tools, systems and integrated team processes that foster communication, collaboration, productivity and professional results.

Audience engagement and experience

- Drive customer experience strategies to enhance the overall audience experience, from pre-ticket consideration to post-attendance measurement and engagement.

Brand management

- Lead brand-centric marketplace positioning; own branding development (visual identity system and brand story messaging); cast the creative vision for marketing campaigns and content; co-create the audience experience journey, sales and guest relations across physical and digital experiences; oversee team in the design and delivery of brand-centric creative content across all marketing and sales expressions across the 52-week integrated marketing and connections plan.
- Owner of the brand portfolio creative, including the creative oversight and approval of all content from KCS teams to ensure consistency in building brand love.

Strategic agency management

- Responsible for ownership of agency management selection, strategy, briefs, contracts, relationship management and stewardship.
- Responsible for leading the development of a digital-first integrated marketing plan, including data to drive audience-level research decisions, mobile ticketing app, digital platforms and digital experiences that enhance the guest experience and drive productivity through assessment, partnership selection, systems integration with KCS Operations and budget management.

Data analytics and consumer research

- Champion data-driven analytics through technology, ticketing, proprietary research and third-party research to develop a comprehensive audience research platform to understand audience needs, trends, behaviors and experience ratings; identify opportunities for personalized, experience-driven branded content to drive consumer engagement, sales and KPIs.

Performance management

- Drive delivery of KPIs by mobilizing a high-performing, collaborative team to deliver results.
- Create clear marketing strategies, roles, responsibilities, job descriptions and performance management systems and processes that align to overarching KCS objectives and strategies with measurable results.

Strategic partnerships

- Own strategic partner relationships within the community, government, attraction/cultural institutions, marketing partners and team to foster meaningful relationships that position KCS as a best-in-class partner; identify collaborative marketing partners in reaching new audiences.

Innovation

- Champion innovative strategies to position KCS and its brands for the future through technology, partnerships and other initiatives requiring innovation models, agility and investment.

Revenue management

- Own pricing decisions, partnering with the CFO and CEO on revenue and KPI goals annually and for ongoing performances and experiences across the portfolio.

Sales leadership

- Guide the overall sales strategy in alignment with KPIs and budget targets, including pricing and promotional strategies.

Messaging management

- Oversee the messaging for the master brand portfolio; partner with team and agencies on the development of campaign messaging.
- Oversee team and responsibilities for executive communications, media relations, public relations, influencer marketing, crisis communications management, sales and marketing communications and other proactive PR and reactive messaging.
- Serve as a representative of KCS in the community, partnering with President and CEO on prioritization of audience and stakeholder management.

- Support team in strategic philanthropic communications with key stakeholders.

Budget management

- Responsible for budget/P&L management, including capital and operating budgets.

And other duties as assigned.

Qualifications

The ideal candidate will have:

- MBA in marketing, business or a related field.
- Proven experience in senior marketing leadership roles, preferably within the arts and cultural sector, leading diverse teams.
- Strong understanding of and passion for orchestral music.
- Demonstrated success in developing teams in the design and delivery of innovative marketing strategies, branding, agency management, creative content, digital marketing, paid media, media relations/PR, influencer marketing and sales.
- Previous experience in destinations or attractions is preferred.
- Demonstrated experience in delivering business results and overseeing budgets.
- Demonstrated capability and passion for leading and implementing digital transformation across digital marketing applications.
- Superb communication, leadership and collaboration skills.

The position is available immediately, ideally to begin in mid-2024. Full-time residence in Kansas City is required.

To apply, email a cover letter and resume to AJ Harbison at ajharbison@kcsymphony.org, addressed to Danny Beckley, President and CEO.

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. Position requires the ability to sit at a desk and operate a computer for prolonged periods. Some lifting required. Ability to drive a car and climb stairs is also required. In addition to regular office hours, weekend and evening work is often required in support of our performance schedule.