



JOB POSTING

Marketing Coordinator

POSTING DATE: November 3, 2025

REPORTS TO: Manager, Digital Channels

SUPERVISES: N/A

WORKS CLOSELY WITH: Members of Marketing, Creative, and Box Office teams (internal to team)
Vendor partners (external to KCS)

In only its 42nd season, the Kansas City Symphony (KCS) has already become one of America's most vibrant major orchestras, quickly gaining national and international recognition. The Symphony is entering its second season with world renowned conductor and composer Matthias Pintscher as its Music Director, and the positive energy and buzz around this orchestra is intensely optimistic and forward-moving.

Continuously creating live music experiences in Helzberg Hall at the prestigious Kauffman Center for the Performing Arts, the Symphony serves Kansas City's metro population of more than 2.2 million people and welcomes tens of thousands of visitors across a huge swath of the Midwest as well. The Symphony's 80 full-time musicians perform in diverse and dynamic musical experiences in orchestral and chamber formats each season. The Symphony also serves as the orchestra for the Kansas City Ballet and the Lyric Opera of Kansas City, enriching the community's cultural landscape.

While the Kansas City Symphony ranks among leading American orchestras, it also stands out as one of the most agile. The lean operation of just over 30 full-time staff enables the organization to be fast and nimble, with the excitement of a startup but the polish, stature, connections, and resources of a major cultural institution. Its \$25M annual operating budget is fueled by the strongest ticket sales per capita in the sector, along with healthy annual contributions and a \$135M endowment provided by Kansas City's exceptional civic culture of philanthropy. A wide range of programming spans every genre from classical and concert opera to rock, film with live orchestra, and all manner of contemporary artists. The orchestra aspires to do more and to be more for all the people of Kansas City and surrounding regions, and the growth trajectory is exciting, rapid, and palpable.

Nothing signifies this rapid ascent more than the orchestra's debut on the world stage in 2024. While other orchestras are pulling back from global commitments, the Kansas City Symphony is boldly stepping forward, having accepted invitations to be presented in Europe's top concert halls, including Amsterdam's Concertgebouw, the Berlin Philharmonie, and the stunning new Elbphilharmonie in Hamburg. The orchestra's sold-out performances in 2024 triggered immediate re-invitations, and the orchestra is developing funding and plans to support a return to be presented once more by all of these venues in 2026.

Position Overview

The Marketing Coordinator is a key role helping to ensure consistent, reliable execution across the Kansas City Symphony's marketing function. Reporting to the Director of Marketing within the Marketing and Sales organization, the Marketing Coordinator collaborates closely with team members to deliver world-class marketing to complement KCS's world-class product on stage. This is not a typical non-profit marketing role. KCS has national and global aspirations so we are applying commercial best-practices to build a Marketing and Sales team that can operate with quality at that scale.

The ideal Marketing Coordinator candidate is an accomplished, highly-organized professional who is drawn to the opportunity to do transformative, purpose-driven work as part of a small, tight-knit team. You are a self-motivated problem-solver who is comfortable applying structure when needed to unstructured problems. While knowledgeable, you are a lifelong learner with a growth mindset. You love the energy that comes from doing hard work that you believe in. You are willing to both give and receive help. At the end of the day, “getting it right” is more important to you than “being right”. If this rings true, we’d love to hear from you!

Key Responsibilities

Marketing Workflow

- Support execution of Marketing campaigns, ensuring routine, high-quality execution of marketing activities within established budgets and SLAs
 - Support includes managing Marketing workflow, calendars, and timelines across all channels
 - Marketing channels include: email, social media, SMS, digital ads, print and OOH ads, radio, and TV
- Assist with proofreading and reviewing to ensure brand guidelines are followed in all marketing material
- Work closely with the Creative and Box Office teams to ensure timely execution of their workflow
- Support Marketing and other teams as needed during events

Collaboration

- Collaborate effectively with key internal partners such as Chief Marketing and Experience Officer, KCS leadership, musicians, etc.
- Work effectively with key external partners such as agencies, consultants, vendors, etc.

Other duties as assigned.

Key Performance Indicators

- Contribute to Marketing Team achievement of annual goals defined for ticketing revenue, attendance, and YoY household growth.
- Timely, quality, consistent execution of assigned tasks.
- Quality, professional communication to internal and external audiences.
- Positive 360 feedback from team, KCS leadership, KCS org partners, and external partners.

Qualifications and Experience

- Minimum of 2 years of experience in high-performing marketing organizations, preferably in weekly/daily cadence industries such as live entertainment, sports, hospitality/travel, or eCommerce. Experience with cultural and non-profit organizations is beneficial but not required.
- Expertise with workflow management systems such as Monday.com, or the ability to quickly learn, is required.
- Proven track record in reliably executing marketing activities to achieve revenue targets. Demonstrated ability to self-optimize assigned tasks is a strong plus.
- Familiarity with marketing analytics and performance management is a plus.
- Proven track record with marketing content development and executive communication (written and verbal) is a plus.
- Ability to collaborate across functions (creative, artistic, ops, finance, technology, etc.) to deliver exceptional work.
- Bachelor’s degree (or equivalent) is required.
- Proficiency with Microsoft Office and marketing tools is required. Example tools include: Monday.com, Constant Contact, Facebook/Instagram, Canva, and/or others as needed.

Core Competencies

- An internal drive to reliably execute tasks with quality, on time.
- Superior organizational skills with keen attention to detail.
- Outstanding communication skills, both written and verbal.
- A spirit to serve: the customer, the KCS mission, your teammates, and yourself. This is your engine for excellence.
- Self-motivated problem-solving with a bias for action is a plus.
- A knack for simplifying the complex and organizing the unorganized is a plus.
- A growth mindset, thirst for learning, and drive for continuous improvement is a plus.

Other Requirements

- Flexibility. Due to our performance schedule weekend and evening work will sometimes be required.
- Ability to operate in a standard office environment on location at the KCS offices.

Compensation and Benefits

- Target base salary range is \$40-50k, commensurate with candidate experience
- 403(b) retirement plan
- Comprehensive healthcare coverage
- Generous vacation and PTO
- Relocation support to Kansas City

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.

Application Process

Interested candidates should submit a resume and (optional) cover letter addressed to Julius Lai, Chief Marketing and Experience Officer, articulating why you are interested in this specific role.

Please send applications via email to AJ Harbison at AJHarbison@kcsymphony.org.

Applications will be accepted through November 28, 2025. Interviews are expected to commence via Zoom on a rolling basis starting late November through early December. Finalist interviews will be conducted in person in Kansas City.