

JOB POSTING: MARKETING MANAGER, VANCOUVER SYMPHONY ORCHESTRA

The Vancouver Symphony Orchestra (VSO) seeks a talented and experienced **Marketing Manager** who combines a passion for arts and culture with a deep understanding of the modern marketing mix including content marketing, analytics, segmentation, pr and paid digital. The ideal candidate has exceptional copywriting and editing skills, a keen visual sense, strong project management experience, and a “get it done” attitude.

The VSO Marketing Team manages an annual campaign responsible for driving \$7M in revenue. With 150 performances in a typical year, marketing at the VSO is fast-paced and the ability to balance competing priorities is critical. The Marketing Manager reports to the VP, Marketing & Sales and works closely with a Web Designer, Box Office Team, Data Analyst, as well as the VSO Artistic Planning, Development and Education Departments as well as the VSO School of Music administration team.

CANDIDATE PROFILE

- Results oriented and driven to beat goals
- Exceptional writer and copy editor
- Experience managing designers and developers
- Content marketing experience
- Event marketing experience
- Google analytics experience
- Strong budget management skills
- Vendor management experience
- Google, Facebook & digital advertising experience
- Love and knowledge of classical music
- Chinese audience marketing experience
- CRM data-mining and segmentation experience
- Five years' experience managing marketing campaigns
- Degree/diploma in marketing or communications

Salary Range: \$60k - \$65k plus benefits

Apply with cover letter and resume to employment@vancouversymphony.ca

Applications will be accepted on a rolling basis until the ideal candidate is found.

ABOUT THE VANCOUVER SYMPHONY ORCHESTRA

Founded in 1919, the Grammy and Juno-award winning Vancouver Symphony Orchestra is the third largest orchestra in Canada, the largest arts organization in Western Canada, and one of the few orchestras in the world to have its own music school. Led by Music Director Otto Tausk since 2018, the VSO performs more than 150 concerts each year, throughout Vancouver and the province of British Columbia, reaching over 270,000 people annually. On tour the VSO has performed in the United States, China, Korea and across Canada. Recent guest artists include Daniil Trifonov, Dawn Upshaw, James Ehnes, Adrienne Pieczonka, Gidon Kremer, Renée Fleming, Yefim Bronfman, Itzhak Perlman, Bernadette Peters, Tan Dun, and more. For the 2020-21 special season, the VSO may be heard in its new virtual home, TheConcertHall.ca, presented by TELUS.

The logo for the Vancouver Symphony Orchestra (VSO) consists of the letters 'VSO' in a bold, red, sans-serif font.

HEAR IT. FEEL IT.