



Organization: Louisville Orchestra
Job Title: Marketing Manager
Reports to: Director of Marketing
FLSA: Full-time, Exempt

BACKGROUND TO THE LO

The Louisville Orchestra has long had a strong reputation for innovation, creativity, and excellence. With an annual operating budget of \$10M, 58 full-time musicians, and a 34-week performance season, it is currently an organization that is changing the very idea of what a 21st century orchestra can be and do. Under the leadership of Music Director Teddy Abrams, the Louisville Orchestra is well on its way toward achieving its goal of being “the most interesting orchestra on the planet.”

<https://vimeo.com/743736311/2791647250>

Job Summary: The Marketing Manager is responsible for developing and executing marketing plans under the strategic leadership of the Director of Marketing. This individual will manage all advertising and marketing needs to ensure a successful event for our audiences including media buying, operational setup, promotional coordination. The Marketing Manager at The Louisville Orchestra is pivotal in ensuring the resonance of our music with a broad and diverse audience. With a prime focus on individual concert promotion and single event ticket sales, this role is responsible for the orchestration and execution of the entire concert season's marketing plan. Navigating the intricate balance between the orchestra's rich heritage and contemporary appeal, the Marketing Manager is tasked with driving ticket sales, maximizing reach, and ensuring that each concert gets the spotlight it deserves.

The Ideal Candidate: Our ideal Marketing Manager is both an ardent lover of music and a seasoned analytical marketer. With proven experience in event or concert promotion, they possess a keen ability to weave compelling narratives around each performance. Their strategic mindset is complemented by a data-driven approach, ensuring that promotional efforts are both creative and effective. The Marketing manager must be able to work well in a collaborative, fast-paced environment and get excited about the future of live event marketing. Collaborative in nature, they effortlessly synergize with other departments, particularly with our Audience Engagement & Loyalty Manager, to ensure a harmonious blend of sales and sustained audience engagement. Join us, and play a leading role in filling our halls with enthusiastic listeners, concert after concert.

Main Areas of Ownership

- Crafting and implementing the holistic marketing plan for individual concerts withing the concert season.
- Tailoring unique and compelling campaigns to drive single event ticket sales.
- Leading digital initiatives from paid campaigns to SEO strategies.
- Efficiently allocating and monitoring the marketing budget to maximize ROI.
- Building valuable relationships with media outlets to amplify concert promotions.

Duties and Responsibilities:

- Develop and implement individualized marketing plans for each concert. This includes understanding the unique selling points of each concert, the target audience, and the best channels to reach and persuade them.
- Design and execute marketing campaigns tailored for individual concerts, prioritizing efforts to maximize single event ticket sales. Directly responsible for online ticketing strategies. Analyze sales data, concert attendance, and other relevant metrics to inform sales. Work with patron services to strategize pricing, seating categories, promotions, and special offers.
- Collaborate with the programming and artistic departments to gain insights into the unique selling points of each concert, ensuring promotions effectively highlight these aspects.
- Allocate and monitor the marketing budget, ensuring optimal spend across various channels to maximize ROI.
- Oversee all digital marketing initiatives, including paid advertising campaigns, email marketing strategies, and SEO efforts. Take the lead on digital advertising efforts, focusing especially on revenue-generating platforms like Google Ads, Facebook Ads, and Instagram promotions. This involves constant testing, learning, and optimizing based on performance data.
- Design and execute email campaigns that promote upcoming concerts, special offers, and other events. Monitor open rates, click-through rates, and conversion rates to refine content and targeting.
- Collaborate with the Audience Engagement & Loyalty Manager to ensure cohesion between engagement initiatives and promotional efforts, especially on digital platforms.
- Regularly assess and report on the effectiveness of marketing campaigns using KPIs, providing insights and recommendations for future promotions.
- Work with the Audience Engagement & Loyalty Manager to gain insights from engagement data, refining marketing strategies to better resonate with the target audience.
- Build and maintain relationships with media outlets, influencers, and potential partners to boost concert promotions.
- Coordinate press releases, interviews, and media appearances related to upcoming concerts and events.
- Oversee the creation of marketing collateral, including brochures, posters, and digital assets, ensuring they align with the brand and effectively promote concerts.
- Collaborate with the patron services, production, operations, and other relevant departments to ensure promotional efforts are integrated across all touchpoints.
- Effectively use marketing tools to increase awareness on socials, in emails, on websites and in venue including:
 - Coordinate street team and grassroots marketing efforts with local market contacts
 - Update LO website and Facebook events and maintain quality control
 - Execute fan communication plans to ensure key information reaches guests via email, social, website and app – ongoing, announce, presale, on sale
 - Create and manage venue level creative assets for onsite & digital needs
 - Coordinate approvals and execution of promotional sweepstakes
 - Coordinate onsite activations to help drive name acquisition for future show marketing needs as well as coordinate onsite coverage for day of show marketing needs supporting radio partners, meet and greets, press photographers
- Work with internal stakeholders to provide post show marketing analytics recaps.

Other duties as assigned by the Director of Marketing

Education:

Bachelor's Degree in Marketing, Communications, or similar fields Required

Qualifications:

- Bachelor's degree in Marketing, Business, Communications, Arts Management, or a related field. A Master's degree would be a plus.
- Minimum of 3 years of experience in event or concert promotion, demonstrating a track record of successful marketing campaigns that drove ticket sales.
- Proven experience in managing digital marketing initiatives, including paid advertising, email marketing, and SEO.
- Demonstrated capability in managing substantial marketing budgets efficiently, with a focus on optimizing ROI.
- Experience in media relations, including fostering relationships with media outlets, managing press releases, and coordinating media appearances.
- Experience in leading and collaborating with cross-functional teams to drive cohesive marketing.
- Ability to work day, evening and weekend hours, based on the needs of daily business operations
- Ability to work in a very busy, high-pressure, collaborative, team setting
- Ability to troubleshoot and problem solve independently
- Excellent communication skills, both verbal and written
- Strong organizational skills and attention to detail
- Strong Microsoft Office Suite, G-Suite skills, Good working knowledge of Adobe Creative Suite, and multimedia management software
- Knowledge of Classical music and the other genres of music played by the LO is preferred.

To Apply:

Please send Resume and Cover Letter to:

Nathaniel Koch, Chief Operating Officer
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