



JOB TITLE: Development & Marketing Manager

REPORTS TO: LSO Executive Director

CATEGORY: Full Time, Salary

POSITION SUMMARY:

The Development & Marketing Manager is responsible for the management, implementation, and evaluation of the fundraising programs of the Lansing Symphony, including special events, annual gift campaigns, grant writing, sponsorship, and other philanthropic revenue programs. Additionally, the Development & Marketing Manager is responsible for organizing and implementing an annual marketing plan that meets the audience development goals of the organization.

DEVELOPMENT DUTIES AND RESPONSIBILITIES:

- In conjunction with the Executive Director and Board of Directors, strategize, create, implement, and monitor a comprehensive contributed revenue plan.
- Manage and implement all phases of the Annual Fund campaign; acknowledge patrons properly for their contributions, maintain records in designated CRM system, and provide reports for LSO leadership as requested.
- Implement Corporate Sponsorship program; research and identify potential sponsors; prepare proposals, and steward current sponsors.
- Prepare grant applications and required grant reports.
- Work with volunteers to plan all special fundraising events, and ensure proper and successful execution of events.
- Support the efforts of a Development Committee.
- Facilitate and monitor tracking and reporting systems to ensure all goals are met.
- Facilitate mailings by verifying the accuracy of the mailing list, composing/editing solicitation copy, and preparing pieces to be mailed.
- Ensure all donor and sponsorship benefits are fulfilled.

MARKETING DUTIES AND RESPONSIBILITIES:

- Supervise development and implementation of campaigns to increase exposure for the orchestra through advertising, direct mail, social media and e-marketing, and promotions.

- Plan, implement, and manage the traditional and online advertising and promotional plans to drive both subscription and single ticket sales toward sales goals.
- Research and recommend ticket policies and pricing strategies that fulfill revenue and attendance goals.
- Coordinate with media buyer all buys and cash/trade agreements with media outlets. Manage all ad schedules and budget and ensure quality and consistency of message of all production assets.
- Facilitate and supervise development, production and distribution of all creative materials, including direct mail pieces, season brochures, sales pieces, concert program books, etc. by working with designers, suppliers and production personnel, list managers, printers, mail houses, TV and radio outlets.
- Create printing and direct mail schedules.
- Write copy for sales and marketing pieces, email blasts, program flyers, etc.
- Photograph or arrange photographer at LSO events.
- Serves as Webmaster for the organization, and as liaison with the web services vendor.
- Coordinate and supervise social media plan and implementation.
- Establish and maintain positive contacts with local media. Convey an image consistent with the policies and objectives of the Lansing Symphony. Act as spokesperson for Lansing Symphony as needed, and provide public information such as press releases for LSO concerts and activities.

LSO STAFF DUTIES AND RESPONSIBILITIES

- Supervise Development & Marketing Intern
- Attend all LSO performances and events; attend all Board and committee meetings as assigned; represent the LSO at civic and cultural events in a manner that demonstrates the highest standards of professionalism and ethical conduct.
- Perform other functions as assigned by the Executive Director.