



JOB DESCRIPTION

Director of Sales & Promotions

The Organization

The Detroit Symphony Orchestra is known internationally for trailblazing performances, collaborations with the world's foremost musical artists, and a deep commitment to serving our community. Making its home in historic Orchestra Hall at the Max M. and Marjorie S. Fisher Music Center, the DSO actively pursues its vision to be an inclusive and culturally relevant community where all people can experience their world through music.

The DSO is a complex organization. Operating 365 days per year, we are a performing arts institution, an educational facility, and a community center. We are governed by an independent Board of Directors and employ both union and non-union employees as musicians, stage crew, and administrative staff. Creating a unified culture throughout the institution is an organizational imperative. The DSO offers a unique, fast-paced working environment and is an Equal Opportunity Employer.

The DSO makes its home in historic Orchestra Hall, one of America's most acoustically perfect concert halls, and actively pursues a mission to impact and serve the community through music. For more information visit www.dso.org.

Position Summary

We seek an experienced, energetic, and creative executive to spearhead the sales gateway for the DSO's broadest base of concert subscribers and single-ticket buyers across a wide variety of DSO programming including Classical, PNC Pops, Neighborhood, Family, DSO Presents and Summer programs. The successful candidate will have demonstrated (or transferable) experience in designing and leading sales strategies and tactics which consistently achieve sold-out houses on a subscription plus single-ticket basis.

Specific Duties and Responsibilities

- Manage and execute subscription campaigns for Classical and PNC Pops programming through direct mail, telemarketing, and other channels to expand subscriber base.
- Develop and implement single-ticket campaigns with a mix of direct marketing strategies, advertising, and direct sales for Classical, PNC Pops, DSO Presents, and Summer programming.
- Oversee the execution of subscription and single-ticket campaigns for the Family and Neighborhood Series subscriptions, as well as Soundcard and NextGen Memberships in conjunction with Audience Development Specialist and Marketing Coordinator.
- Develop revenue projections and pricing for DSO concerts and membership programs
- Develop and oversee Group Sales efforts and customer service, in collaboration with DSO Box Office.
- Monitor and frequently report progress of subscription, single-ticket, and membership revenue and attendance and analyze related trends.

- Achieve budgeted revenue goals from Classical, PNC Pops, DSO Presents, Neighborhood, Family, Soundcard, NextGen, and Summer events (approx. \$7M in 2021-22 Season).
- Collaborate with Communications team to promote DSO brand in a consistent manner, as well as plan and execute e-marketing campaigns
- Manage creative resources and partnerships involved in executing advertising and promotional campaigns
- Work closely with peers on DSO management team as well as other key leadership to actively manage the progression of patron relationships
- Develop and monitor expense budgets for costs related to above campaigns
- Performs other duties as assigned.

Primary Reporting Responsibility: Senior Director of Marketing & Audience Development

Experience

- Bachelor's degree required. Majors in Marketing, Business, or Communications preferred.
- Prefer 5-7 years of progressive audience (customer) development experience with a demonstrated track-record of successfully building and retaining a broad and renewable patron (customer) base through crafting, executing, and measuring a comprehensive integrated marketing strategy
- Demonstrated strong strategic planning, analytical and project management skills
- Knowledge of the nonprofit and philanthropic sectors with an understanding of, and a genuine passion, for the mission
- Superior organizational, communication and interpersonal skills
- Must be a self-starter who is a strong and collaborative team leader
- Tech savvy with keen understanding of e-marketing and integrated marketing planning
- Ability to identify relevant trends and market opportunities to engage the appropriate resources to further DSO's mission
- Understanding of market segmentation and how to apply in marketing decision-making
- Proficient in media/marketing channel capabilities and tactics that deliver upon sales strategies and plans
- Adept capabilities with database management and financial management related to sales
- Familiarity with Tessitura a plus

Supervisory

- Staff: Audience Development Specialist; Marketing Coordinator
- Vendors: Works collaboratively with graphic designers, media creative, various consultants

Personal Attributes and Competencies

- Dynamic self-starter with entrepreneurial spirit who can think strategically, with imagination, and possesses a good sense of humor with the ability to challenge and inspire
- Action-oriented, decisive, quick study, able to accurately analyze information and act
- High energy with a positive attitude and the ability to provide superior customer service
- Self-motivated with the ability to "make it happen;" and personal passion and urgency
- Sensitive to the needs of individuals and utilizes their strong political skills to maneuver within organizational cultures
- Ability to work well under pressure; persistence, tenacity, integrity and patience
- Strategist that is motivated by deadlines and measurable outcomes