



Director of Marketing:

- **Hours:** Fulltime, Exempt Employee
 - 40 hours/week in the CSO office, Mon-Fri 9am-5pm, plus weekend concerts and events as scheduled.
 - The CSO office is closed the Monday following weekend concerts and events.
 - During the summer months, the CSO office often closes at noon on Fridays.
- **Reports to:** Executive Director
- **Salary:** \$61,000/year
- **Benefits:** 17 paid holidays including one week at Christmas, complimentary plus one tickets to concerts and events, paid sick and emergency leave. After 1 year of continuous employment: 2 weeks paid vacation time per fiscal year and Simple IRA with up to 3% matching employer contribution.
- **Start Date:** May 1, 2026 (preferred) to train with outgoing Director of Marketing.
- **To Apply:** Please email a cover letter, resume, and contact information for three references to Executive Director Lindsey Reynolds, lindsey@cheyennesymphony.org by April 19, 2026.

Required Qualifications and Skills:

- Bachelor's Degree, or Associate Degree with at least two years equivalent experience, in communications, marketing, graphic design or related field.
- Must be an independent thinker with excellent oral and written communication skills
- Highly organized, self-motivated and detail-oriented
- Excellent computer skills including Adobe Creative Suite, Microsoft Office, Word Press, and social media platforms
- Graphic design and/or Canva skills required
- Experience in creating and distributing marketing materials for traditional print mediums and online/digital uses
- Ability to develop, maintain and grow community relationships
- Ability to manage multiple projects in a fast moving, deadline-driven environment
- A self-starter with ability to conceive, develop, plan and implement innovative marketing through a variety of media
- Ability and motivation to work in creative ways with strong problem-solving skills
- Experience with performing arts or non-profit preferred

Marketing Responsibilities:

- Work with the Executive Director and the Marketing Committee to create and coordinate implementation of annual marketing strategy including:
 - Develop an annual marketing plan within budgetary parameters for all concerts and events.

- Plan and implement campaigns for season ticket renewals, new subscriber sales, and year-round single-ticket sales, including conceive, create and distribute season brochures.
- Conceive and create all ancillary marketing materials such as billboard, banners, email blasts, and swag as needed.
- Ensure appropriate licensing and fees have been secured, paid for and credited for all materials, both audio and visual, used in marketing initiatives.
- Design and create the season program and all concert-specific inserts, plus additional small concert and event programs as needed.
 - Renew/sell ads in the season program.
- Design and create all concert and event signage, flyers, posters, print ads, radio scripts, and social media ads and campaigns.
- Design and create fundraising materials as needed/assigned.
- Maintain and update the CSO website, social media, and event information in the ticketing software.
- Produce a Newsletter 6-8 times per year with articles written by volunteers.
- Manage CSO public relations; communicate all concerts and events to the media, including create and distribute all concert and event press releases and coordinate requests for interviews.
- Maintain up to date event listings on all community event calendars, such as the Cheyenne Chamber, Visit Cheyenne, and WTE community calendar.
- Assist the Executive Director in maintaining good relationships with all media partners, including renewing in-kind marketing trades annually.
- Maintain CSO's current season and archival marketing files.

Additional Responsibilities:

- Attend weekly staff meetings.
- Attend monthly Marketing committee meetings, setting agenda in consultation with the Executive Director.
- Assist with general office needs such as answer phones, sell tickets, prepare mailings, filing and record keeping.
- Attend all CSO concerts, educational outreach programs, and events, documenting for archives and/or future marketing initiatives through photos and/or video.
- Work with the Executive Director and other staff on:
 - Patron stewardship at all concerts and events, including in the box office.
 - Post-concert reception planning and support.
 - Matinee lobby activities planning and support.
 - Fundraiser planning and support.
- Other duties as assigned

Evaluation:

- Performance reviews will be conducted annually by the Executive Director.