



KANSAS CITY SYMPHONY

JOB POSTING

Graphic Designer | Contractor

Reports to: Vice-President Brand Marketing and Creative Content

Location: Kansas City Symphony, 1644 Wyandotte, Kansas City, MO 64108

Position Overview: At the Kansas City Symphony, we see graphic design and content as visual storytelling that engages, informs and inspires. We are currently seeking a talented graphic designer and contractor who can take concepts and ideas to create visual marketing expressions in print, digital, presentation, and experiential media, while working with our Brand Marketing, Content and Sales Team.

This role is instrumental in crafting engaging content that showcases the Symphony's live music performances, events, experiences, and community outreach initiatives. The ideal candidate will possess a versatile skill set, including graphic design, social media content creation, and photography. Copywriting is a bonus for this position. The successful candidate will have a thorough understanding of branding and marketing and be able to find the right style and layout to reach our audiences. The ideal candidate will have expert knowledge of current design software and be skilled in each step of the design process from concept to final deliverable. This position offers the opportunity to collaborate closely with our dedicated Marketing, Video Production, and Sales teams to enhance our digital presence and reach.

Key Responsibilities:

- **Graphic Design:** Develop visually compelling graphics for various platforms, including social media, website, email campaigns, and print materials. Ensure all designs align with the Symphony's branding and messaging guidelines.
- **Visual Identity:** Bring a new logo and visual identity to life across social media, website, digital campaigns, email, paid media, presentations, experiential, mobile, and print/collateral materials. Ensure consistent application of the Symphony's branding guidelines.
- **Campaign Creative Development:** Develop marketing and media assets for application in digital, social media, OOH, print, and experiential expressions by translating new logo and brand identity guidelines into a KC metro marketing campaign for the performance season.
- **Social Media Content:** create social media content across platforms (Facebook, Instagram, Twitter, TikTok, Threads, etc.). Partner closely with the Online Engagement Director to meet and exceed best practices in the industry and within the Kansas City Symphony.
- **Photography:** Capture high-quality photos of selected performances, rehearsals, behind-the-scenes moments, and special events. Edit and curate images for use across digital, social, paid and print media.
- **Copywriting:** Partner with the Online Engagement Director to contribute and/or co-author engaging and persuasive copy for social media posts, website content, email newsletters,

promotional materials, and other content expressions. Tailor content to different audiences and platforms to maximize impact.

- **Collaboration:** Work closely with the Marketing, Video Production, and Sales teams to develop and execute cohesive content strategies. Participate in team meetings, brainstorming sessions and contribute creative ideas to enhance the Symphony's outreach and engagement.
- **Design Systems:** Create and maintain design templates and systems that ensure efficiency and consistency across all design projects.
- **Asset Management:** Organize and manage a library of graphic assets in a digital asset management system, ensuring they are easily accessible and up to date. Serves as a coach with internal stakeholders on access and ideas for continuous improvement.
- **Project Management:** Manage multiple design projects simultaneously, from concept through to final production, ensuring deadlines are met.
- **Innovation:** Stay updated on industry trends and bring fresh ideas and innovative design solutions to the team.

Qualifications:

- Proven experience in graphic design, with proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar tools.
- Proven experience in working with brands and their Visual Identity Systems, Brand Guidelines, visual assets across file types, and creative marketing campaign development across multiple channels and expressions. Assist in updating or refining brand guidelines as needed.
- Understands digital asset management systems and how to manage content updates in order to drive productivity for the organization.
- Proficiency in photography, including shooting, editing, and photo curation.
- Copywriting skills demonstrating the ability to write clear, compelling, and audience-specific content is a plus.
- Experience in social media content creation, with a solid understanding of key trends, platform requirements, and best practices for major platforms to guide creativity and proven performance.
- Knowledge of WordPress and cloud-based digital/content management systems.
- Excellent communication and organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- A keen eye for detail and a passion for storytelling through visual and written content.
- Ability to work independently as well as collaboratively in a team-oriented environment.
- Familiarity with the performing arts, entertainment industry, and live music. Experience working with arts organizations is a plus.

Benefits:

- Opportunity to work with an experienced, passionate and dedicated team.
- Gain experience and expand your portfolio by working with a renowned world-class symphony.
- Competitive compensation based on experience and project scope.

Application Process:

Interested candidates are invited to submit their resume, a cover letter, and a portfolio showcasing relevant work (graphic design, social media content, photography, and copywriting) to Executive Assistant and Board Liaison AJ Harbison at ajharbison@kcsymphony.org, addressed to President and CEO Danny Beckley.

This contract position is available immediately.

The Kansas City Symphony is an Equal Opportunity Employer. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, or veteran status.

About the Kansas City Symphony

Founded in 1982 by R. Crosby Kemper, Jr., the Kansas City Symphony has risen to rank among the top 25 orchestras in the United States. In our 42-week season, we present a diverse repertoire of orchestral and chamber music at Helzberg Hall, located in the prestigious Kauffman Center for the Performing Arts. Under the direction of Michael Stern for 19 years, the Symphony has achieved artistic excellence, critical acclaim, and national recognition. In July 2024, we eagerly anticipate the arrival of conductor and composer Matthias Pintscher as our new music director, known for leading world-class orchestras and opera companies. The Symphony is comprised of 80 full-time musicians from around the world, and the Symphony Chorus, led by Charles Bruffy, frequently joins them on stage. Season after season, we feature soloists from various genres, bringing a diverse range of musical experiences to our audience.

Beyond traditional performances, we extend our reach across the Kansas City metro region with our portable stage, the Mobile Music Box. As the proud orchestra for the Kansas City Ballet and Lyric Opera of Kansas City, we continue to enrich the community through music.

Whether captivating audiences at the Kauffman Center, on the Mobile Music Box, or at community events like Celebration at the Station, the Symphony remains dedicated to enriching the lives of all Kansas City residents and visitors through the transformative power of music.

The Kansas City Symphony is undergoing a transformative growth plan, reinventing its business model across branding, marketing strategy, data/research, digital marketing, experiential marketing, and artistic direction and is looking for top-tier industry talent in support of these new plans and growth-driven performance targets.

For more information, visit kcsymphony.org.