



KANSAS CITY SYMPHONY

JOB POSTING

Vice President of Brand Marketing and Creative Content Contractor

Reports to: Chief Marketing and Experience Officer

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

Position Overview: The Vice President of Brand Marketing and Creative Content Contractor will play a pivotal role in serving as a team leader and contributor of the Kansas City Symphony, leading an innovative, collaborative and diverse team of digital marketing and content creators in support of elevating the portfolio of KCS brands, leading data-driven insights in audience research, designing and distributing creative branded content, elevating audience experiences across live, in person and digital platforms, and contribute to driving ticket sales and revenue. The person in this role will report to the Chief Marketing and Experience Officer to shape consumer-relevant, branded content across an integrated owned, earned, shared and paid marketing plan to drive visitation to KCS performances. The person in this role will embrace a destination marketing mindset, leaning into data-driven insights to shape marketing strategies, end-to-end marketing campaigns, creative content, digital media including our website, mobile app, email, social media and other paid media and designing and delivering best-in-class audience experiences physically and digitally for the Kansas City Symphony. This leader will lead a content team and partner with external agencies and freelancers to design, develop, distribute and measure branded creative content across multiple marketing expressions throughout the year.

They will collaborate closely with Vice President of Sales, PR and Communications and other internal and external stakeholders to drive visitation, foster community engagement, connect to our philanthropic goals and elevate the profile of the Kansas City Symphony on a local, national and international scale.

Key Responsibilities:

Team Leader:

- Serve as a key and influential leadership team member of the Brand Marketing, Creative Content Sales and Communication team.
- Oversees & collaborates with brand marketing and creative content team, including Online Engagement Director, Video Production team and Graphic Designer in the development of branded content to be distributed strategically across marketing assets including digital Marketing (website, email, video, paid media, and social media marketing, print, experiential activations and other paid, owned, shared and earned media.
- Leads collaborative weekly Integrated Marketing, Content and Sales meetings in the planning of weekly and annual marketing plans.
- Evaluate opportunities to build capabilities for the team and resource internal and external resources.
- Build a winning team culture by leading, inspiring and developing a collaborative high-performing brand marketing, creative content, experiential and digital team.

Audience Research and Consumer Insights:

- Manages consumer research and data-driven analytics through technology, including ticketing system insights, mobile app audience segmentation and data, digital platform

analytics and third-party data to profile KCS's audience targets to develop a comprehensive Audience Research platform to understand audience needs, trends, behaviors and experience ratings; identifies opportunities for personalized, experience-driven branded content to drive consumer engagement, sales and KPI's.

- Oversees reporting of audience insights internally and with agency partners.
- Leads custom research projects and surveys in support of consumer research goals.
- Continuously monitors and synthesizes consumer and industry trends that benefit KCS's strategies, priorities and business planning.

Brand Marketing and Creative Content:

- Demonstrates proven track record in developing, executing and measuring a comprehensive brand strategy that aligns with KCS's evolving portfolio brand strategy.
- Guided by our audience model, develops and executes brand marketing initiatives including visual brand identity, logo development, organizational oversight and implementation of brand VIS to ensure consistent and compelling messaging across all touchpoints to enhance brand recognition and loyalty.
- Leads a cross-functional team Integrated Marketing Calendar Plan meeting weekly to fuel annual and quarterly marketing and stakeholder initiatives.
- Guides the evolution, prioritization, and implementation of KCS's new branding and visual identity system across KCS assets and marketing expressions. Oversees graphic designer in the application of the VIS across the season performance marketing campaign and owned, earned, shared and paid media expressions.
- Oversees and collaborates on the ideation, development and editing of brand story messaging and copy in support of content goals across multiple marketing channels.
- Lead the creative content team in producing visually compelling and emotionally resonant content across annual marketing campaigns, digital media, website, social media, email, mobile app, promotions, donor materials and other marketing expressions that lead to audience ticket sales conversion.
- Oversees distribution of branded content across an owned, earned, paid and shared media plan, including leading the media-buying process and performance management of overall mediabudget/spend.
- Collaborate with internal team members and external stakeholders, including agencies and freelancers, to conceptualize and implement engaging creative campaigns aligned to driving results.

Digital Marketing:

- Oversee Director of Online Engagement, Video Production Team and Graphic Designer comprising the Brand and Creative content team responsible for engaging audiences across owned digital media (website, mobile app, social media channels, email, SEO and emerging media), paid media (digital, OOH, TV, print, radio, alternative) and shared media (collaborative/community partners/donors.)
- Elevate community engagement across all social media channels through social media strategies including brand, evergreen and user-generated content in addition to monitoring, measurement, and reporting; partners on social media and communications strategies with Vice-President Sales, PR and Communications on aligned sales goals.

- Oversees personalized content development, audience management and measurement of the new KCS mobile app; partners with Vice-President Sales, PR and Communications on aligned sales and community goals.

Content Management:

- Oversees digital and content team in managing content across a new content management system, recommending tools to improve collaboration and productivity.
- Oversees process of training, coaching and internal approvals of branded creative content for internal teams including philanthropy, executive team, and partners.

Agency Management:

- Responsible for day-to-day executional ownership of agency management with Agency of Record, campaign development, budgeting briefs, contracts, relationship management, billing, and stewardship.
- Responsible for leading the development of a digital-first integrated marketing plan, including data to drive audience-level research decisions, mobile ticketing app, digital platforms, and digital experiences that enhance the guest experience and drive productivity through assessment, partnership selection, systems integration with KCS Operations and budget management.

Performance Management:

- Drive delivery of KPI's by mobilizing a high-performing, collaborative team to deliver results.

Innovation:

- Supports the Chief Marketing Experience Officer in the ideation and design of innovative experience-driven strategies to position KCS and its brands for the future through technology, partnerships and other initiatives requiring innovation models, agility and investment.

Budget Management:

- Develop and manage the brand marketing and content budget, ensuring efficient allocation of resources to maximize impact.
- Oversees monthly billing with partners and budgeting requirements
- Provide regular financial reports and analysis to senior leadership.

Qualifications:

- Bachelor's degree or MBA in Marketing, Business, or a related field; advanced degree preferred.
- Proven experience in marketing leadership roles, preferably within the arts and cultural sector, leading diverse teams.
- Strong understanding of symphonic music, live music and the performing arts landscape.
- Demonstrated success in developing teams in the design and delivery of innovative marketing strategies, branding, messaging, agency management, creative content, digital marketing, audience experience, experiential marketing, paid media, media buying, mobile marketing, research, reporting and communications.
- Previous experience in marketing destination brands or cultural attractions are preferred.
- Demonstrated experience in delivering business results and overseeing budgets

- Demonstrated capability and passion for leading and implementing digital transformation across digital marketing applications.
- Insights and data-driven research experience
- Excellent communication, leadership, and collaboration skills.
- Passion for community impact and involvement within the Kansas City Metro and its surrounding neighborhoods

Application Process:

Interested candidates are invited to submit their resume, a cover letter, and any insights showcasing relevant work to Executive Assistant and Board Liaison AJ Harbison at ajharbison@kcsymphony.org, addressed to President and CEO Danny Beckley.

Position requires the ability to sit at a desk and operate a computer for prolonged periods. Some lifting required. Ability to drive a car and climb stairs is also required. In addition to regular office hours, weekend and evening work is often required in support of our performance schedule.

The position is available immediately and is being evaluated as a Contract to Permanent position.

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.