



Position Overview

Digital Marketing Manager

Reports to: Group Director Marketing and Creative Content

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

Position Overview: The Kansas City Symphony is seeking an experienced and creative **Digital Marketing Manager** to lead the Symphony's digital presence across multiple platforms. The ideal candidate will be passionate about music and capable of driving audience engagement through social media, email campaigns, video content, mobile app communications, and other emerging digital channels. This individual will play a critical role in telling the Symphony's story, attracting diverse audiences, and expanding our digital footprint.

Key Responsibilities:

- **Social Media Management & Monitoring:**
Develop, implement, and manage strategic social media marketing campaigns across Facebook, Instagram, X, Threads, TikTok, and other emerging platforms. Utilize social media management and monitoring tools to schedule content, engage with audiences, track audience sentiment, and optimize future content by platform to maximize performance.
- **Email Marketing Campaign Creation**
Lead the development and execution of targeted email campaigns, including newsletters, event promotions, and automated campaigns to action/interest-based segments.
- **Mobile App Management**
Create and maintain an engagement strategy for the Symphony's brand-new mobile app, producing regular and targeted push notifications, in-app communications, and exclusive content. Oversee the Symphony's in-app membership program to develop targeted promotions and bolster audience engagement.
- **Content Creation & Management**
Collaborate with the creative team to produce high-quality content that highlights the Symphony's concerts, events, and community engagement initiatives. Serve as a co-owner of the Symphony's digital asset management tool, Brandfolder.
- **Copywriting & Storytelling**
Craft compelling, audience-driven copy for digital platforms, including social media, email campaigns, blog posts, and event listings. Work closely with internal teams to ensure cohesive messaging across all marketing channels.

- **Platform Monitoring & Reporting**
Track social media, email, and app performance metrics, gathering insights to optimize engagement and conversions. Provide regular reports to the Group Director of Digital Marketing, offering insights and recommendations based on data.
- **Audience & Platform Trends**
Stay informed of the latest digital marketing trends, tools, and technologies. Proactively implement new strategies and tactics to keep the Symphony at the forefront of digital marketing innovation.
- **Collaboration & Communication**
Collaborates with the Group Director of Digital Marketing & Chief Marketing and Experience Officer on the development of the digital marketing strategy in alignment with the overall marketing strategy and KCS vision and objectives.

Qualifications & Skills:

- **Education:** Bachelor's degree in Marketing, Communications, Digital Media, or related field.
- **Experience:** 3+ years of proven experience in digital marketing, social media management, email marketing, or mobile app marketing.
- **Skills:**
 - Expertise in managing social media platforms (Facebook, Instagram, Twitter, Threads, TikTok) and emerging channels.
 - Proficiency with social media monitoring tools and content management systems.
 - Email Development experience, including Campaign Management and Marketing Automation.
 - Excellent storytelling, copywriting, and content creation skills, with an ability to craft messaging and content for diverse, intergenerational audience segments.
 - Knowledge of video production and multimedia content strategy.
 - Strong communication skills, with the ability to effectively communicate progress, results, and recommendations to stakeholders at all levels.
 - Ability to adapt to a fast-paced environment and handle multiple projects simultaneously.
 - Passion for the arts and music, with an understanding of the cultural landscape of Kansas City.
- **Preferred Qualifications:**
 - Experience in the nonprofit arts sector.
 - Knowledge of classical music or previous work experience with performing arts organizations.
 - Experience in mobile app management.
 - Proficiency with Adobe Creative Suite.

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 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.

To Apply:

Submit a resume, cover letter, and portfolio of digital marketing work (if available) to zchampie@kcsymphony.org. Within your portfolio, please include examples of previous social media campaigns, email marketing efforts, and digital content creation.

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.

