



seattle youth symphony orchestra

Job Status: Full-Time

Position Title: Director of Marketing & Communications

Supervisor: Reports to Executive Director

Schedule: Hybrid with some weekends and evenings required.

Position

As our Director of Marketing and Communications, you will create, implement, and manage a comprehensive marketing strategy for SYSO. You will work cross-functionally with the administrative and artistic teams to promote SYSO, drive ticket sales, and meet revenue goals. As a member of our leadership team, you will work closely with the Executive Director to increase SYSO's reach, reputation, and impact across the region. Competitive candidates will thrive in a collaborative environment and have a passion for youth development and education.

Responsibilities

- Oversee the execution and management of marketing strategies.
- Drive ticket sales and program growth through traditional tactics and social media.
- Guide media relations, create promotional materials, and oversee communication strategy.
- Collaborate with the advancement team to increase individual and corporate giving.
- Manage content and messaging for website and digital communications, including targeted email marketing, video production, and social media.
- Provide leadership in creating digital assets that tell the story of SYSO's impact on youth, music education, and the Seattle arts community.
- Develop and manage budgets for ticket sales campaigns, institutional marketing, and other promotional activities.
- Oversee the work of videographers, photographers, and contract service providers.
- Collaborate with the leadership team on communications strategies.
- Other duties as assigned.

Competencies

- **Collaboration** – The capability to work empathetically and effectively with others towards a common goal that benefits the team.

- **Creativity and Innovation** – The ability to imagine, research, and implement new approaches, processes, and systems to achieve organizational goals. A willingness to suggest calculated risks as an active pathway to reach beyond what has been accomplished in the past.
- **Project Management, Planning, and Organizing** – The capacity to develop exceptional plans and to deliver within allotted timeframes.
- **Customer Focused** – The ability to anticipate internal and external customer needs, wants, and expectations and to demonstrate initiative and willingness to work with the goal of meeting or exceeding those needs.
- **Goal Orientation** – The integrity to take ownership of situations, accept responsibility for actions and results, and prioritize and complete tasks necessary to meet deadlines and achieve revenue goals.
- **Flexibility** – The agility to embrace and implement change when needed, serving as an inspiring leader.
- **Digital Literacy** - The ability to learn and leverage technologies to execute the key functions of the role.

Experience

- Bachelor's degree or equivalent professional experience.
- Minimum of 3 years of professional experience in marketing and/or communications, preferably for a nonprofit, arts organization, youth program, or educational institution.
- Demonstrated ability to lead communications for a small to mid-sized organization and experience with crisis management.
- Experience with customer relationship management software, ticketing platforms, or other databases; experience with Salesforce is preferred.
- Experience with design and video editing software is beneficial.

Organization

Founded in 1942, the [Seattle Youth Symphony Orchestra](#) (SYSO) is one of North America's largest and most highly regarded youth orchestra training programs. The organization creates access to music education for more than 1,800 young people each year, and its membership reflects the rich diversity of the greater Seattle community. Through seven youth orchestras, summer programs, a music school, and extensive partnerships with schools and community groups, SYSO creates engagement opportunities for thousands of young musicians, audience members, and patrons each year.

SYSO's mission is to harness the power of music education to provide young people with pathways to artistic excellence, intellectual development, and emotional growth. SYSO's vision is to provide an inclusive and welcoming environment for young people publicly performing in ensembles large and small throughout the greater Seattle area. SYSO envisions a youth

orchestra community that advances equitable artistic practices, uplifts all musicians, and provides educational experiences connected to their lives and communities.

People of Color, Women, People with Disabilities, and LGBTQIA+ are encouraged to apply.

Seattle Youth Symphony Orchestra is an equal opportunity employer. SYSO is committed to providing an inclusive environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, political affiliation, amnesty, or status as a covered veteran, by all applicable federal, state and local laws. SYSO believes diversity and inclusion are critical to our success as an arts and educational organization.

Compensation

Salary: \$60,000-70,000

Benefits: SYSO offers a generous benefits package, including employer-paid medical, dental, and vision insurance and up to 22 vacation days annually. Employees may also elect and self-fund the following benefits: 401K retirement plan with employer match; short-term and/or long-term disability. Flexible spending accounts for health-related expenses and/or childcare and additional life insurance.

Application Process

To apply, [complete this application form](#) and attach a resume and a cover letter that addresses why you are the ideal candidate to create and lead our marketing efforts.

The first review of applicants will be Dec. 1st, and the position will remain open until filled.