

# MASTER CHORALE

## JOB DESCRIPTION

Title: Vice President of Marketing and Communications  
Reports to: President & CEO  
Supervises: Graphic Designer, Marketing Manager, Digital Content Manager  
Salary Range: \$135,000 - \$165,000

**Summary of Duties:** As a member of the Master Chorale’s leadership team, the VP of Marketing and Communications (VPMC) plays the lead role in a broad range of deadline-driven and detail-oriented projects designed to extend the Master Chorale’s influence. The VPMC administers the activities of a full-service, in-house creative agency responsible for branding, communications, and public relations for the organization. The VPMC is responsible for goal setting and managing the earned ticket revenue budgets in collaboration with the VP of Finance/CFO and the CEO. The VPMC directs the organization’s “idea incubator” in support of peer department marketing campaigns, ensuring communications are consistent with brand identity. Leads the Marketing team to develop content that is strategically designed for maximum awareness and successful promotion of performances and programming.

The VPMC’s leadership is essential to conversations about critical institutional issues that have a lasting impact on the organization. The VPMC possesses a deep appreciation and passion for the art form and its place in the community that drives a desire to ensure all marketing, branding and communications reflect the Master Chorale’s mission and standard of excellence. The VPMC is the primary creative content director, creator and storyteller for the Master Chorale and will prioritize an ongoing elevated national and international reputation by leveraging all assets of a world-renowned, all-professional choral organization.

### **Essential Duties, Responsibilities, Functions:**

#### Marketing Service Agency

- Responsible for the creation and alignment of marketing content as well as execution of marketing campaigns in accordance with the strategic visions of peer departments
- Collaborates with the Artistic Director and the artistic production team with respect to imagery and brand consistency
- Defines key performance indicators, measures and tracks effectiveness of marketing and communications strategies and related campaigns
- Creates and manages a Marketing master project schedule, communicates project timelines with team members, project owners and senior leadership
- Creates and executes the social media vision for the Master Chorale
- Determines the Master Chorale’s needs for design work and manages the graphic designer and any relationship with an external design firm engaged

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### Brand Management

- Responsible for building and sustaining a strong, compelling brand identity consistent with the Master Chorale's mission
- Oversees marketing projects across peer departments to ensure brand visibility and consistency

### Communications and Public Relations

- Oversees the development of concept and copy for all high-level communication projects
- Collaborates with VP of External Affairs to support partnerships and working relationships with local, national and international media to ensure positive Master Chorale coverage and expand brand reach
- Plans, develops, and directs social media strategies designed to optimize the Master Chorale's ability to reach and engage donors, key stakeholders and the general public
- Serves as media spokesperson, when needed, and coordinates communication strategies with an outside public relations firm if one has been engaged

### Administration

- Responsible for day-to-day operations of Marketing team, with particular attention to deadlines and workload balance
- Oversees the annual marketing expense and revenue budget, in collaboration with the VP of Finance/CFO
- Serves as the key point of contact with our box office, which we outsource through the Los Angeles Opera
- Manages vendor relationships to ensure adherence to proposed budgets and schedules
- Develops, maintains and manages relationships with marketing professionals on the Music Center campus, as needed
- Fosters a collaborative culture and builds constructive relationships both within the Marketing team and with other peer departments
- Attends and supports Master Chorale concerts and events, including serving as point person for front-of-house

### **Qualifications:**

- A Bachelor's degree with at least 5 years' experience in a senior marketing, or the equivalent combination of education and experience
- Expertise in the nonprofit performing arts sector is required
- Eagerness to think outside-the-box on marketing partnerships and to lead with creativity in marketing initiatives
- Familiarity with customer relationship management systems is required
- Strong Microsoft Office skills, particularly in the development and oversight of multi-sheet Excel reporting models, are required

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- Ability to collaborate effectively with board members, senior staff, other Master Chorale administrative staff and volunteers, providing them with strong support and inspiring them to productive action
- Excellent verbal and written communication skills
- Ability to think strategically, generate new ideas, set priorities, execute goals and objectives, and meet financial goals and deadlines
- High degree of professionalism and integrity
- A passion for the mission and aspirations of the Master Chorale and an ability to eloquently articulate the organization's mission, values, achievements, potential, and future goals to internal and external audiences

### **Application Process:**

Please submit a cover letter specifying how your experience relates to this position with the LA Master Chorale and a current résumé. Please attach documents in .pdf or .doc format.

Submit application materials at [jobs@lamasterchorale.org](mailto:jobs@lamasterchorale.org)

*The Los Angeles Master Chorale provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the Los Angeles Master Chorale complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*

*The Los Angeles Master Chorale expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of the Los Angeles Master Chorale's employees to perform their job duties may result in discipline up to and including discharge.*

4/18/2024