



Atlanta
Symphony
Orchestra



LEADERSHIP PROFILE

Vice President of Marketing & Communications
Atlanta Symphony Orchestra

Atlanta, GA

"The Atlanta Symphony Orchestra unites, educates and enriches our community through the engaging and transformative power of orchestral music experiences."

–Atlanta Symphony Orchestra mission statement

The Opportunity

For more than 76 years, the Atlanta Symphony Orchestra has served as a cornerstone of arts and culture in the Southeastern United States and affirmed its place as one of America's great orchestras.

Known internationally for its remarkable discography and 27 Grammy awards, a 30-plus year commitment to the education and enrichment of young, diverse musicians, a world-renown chorus and its reputation as a hub for innovative and accessible new music, the ASO is unique among its peers and continues to be recognized as a dynamic organization that is helping to define the 21st century American orchestra. Through its focus on innovation, a diverse array of programming, superlative performance standards and a commitment to long-term financial sustainability, the ASO is a vital community asset and well-respected for its contributions to classical music.

The Vice President of Marketing and Communications is charged with engaging current and future audiences and driving the strategy and execution necessary for the ASO to reach and grow its attendance goals. Additionally, this leader oversees the team responsible for developing content strategies that will promote strong brand awareness and positive brand identity for the orchestra among local, regional, national and global audiences.

To reach its aspirations, the ASO seeks a creative and collaborative leader who brings strong marketing and communications expertise, the energy and skills to effectively position the ASO among current and emerging audiences and an authentic passion for the ASO's mission and brand.



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Mandates for the new Vice President of Marketing and Communications will include:

- Helping to effectively launch the tenure of the ASO's new Music Director Designate, Nathalie Stutzmann and capitalize on a high level of global excitement about her recent appointment
- Continuing to raise the profile of the ASO as a vibrant and versatile artistic and cultural organization, integral community partner and steward of both the best classical traditions and new and emerging ways of sharing music with the next generation of audiences
- Building on and leading strategic efforts to help re-orient audiences to pre-pandemic patterns of concertgoing and levels of attendance

The opportunity for the Vice President of Marketing and Communications is compelling:

To lead the media, marketing and communications strategies that will help ensure that the ASO continues to engage its audiences and thrive as a cultural business.

The Organization

The Atlanta Symphony Orchestra (ASO), currently in its 77th season, continues to affirm its position as one of America's leading orchestras with excellent live performances, renowned guest artists and engaging education initiatives. The ASO performs more than 150 concerts each year from the Delta Classical Series, Movies in Concert, Family Concert Series, Atlanta Symphony Hall LIVE and the Coca-Cola Holiday Series, as well as community and education concerts.

Since 2001, Robert Spano and Principal Guest Conductor Sir Donald Runnicles have collaborated on each of the Atlanta Symphony Orchestra's seasons. After twenty seasons as Music Director,

Robert Spano continues his association with the Atlanta Symphony Orchestra as Co-Artistic Advisor alongside Runnicles for the 2021/22 season. Spano's continued commitment to nurturing and championing contemporary American music, through the Atlanta School of Composers and other partnerships, has defined a new generation of American composers. During his tenure, the ASO performed approximately 30 ASO commissions; 13 ASO co-commissions; 50 world premieres; and 35 Atlanta and U.S. premieres. Nathalie Stutzmann was named as the ASO's Music Director Designate - the only woman to lead a major American symphony orchestra in the United States - and will begin her tenure as the orchestra's fifth Music Director in the 2022-23 season.

The Orchestra continues to record regularly on its in-house label, ASO Media, further demonstrating the Orchestra's commitment to celebrating classical masterworks, while continuing to perform, commission, premiere and record with some of today's leading composers. During the ASO's history with Telarc, the Orchestra and Chorus have recorded more than 100 albums and its recordings have won 27 Grammy® Awards in categories including Best Classical Album, Best Orchestral Performance, Best Choral Performance and Best Opera Performance.

Unique for its role as a champion of new music and its dexterity across many different musical genres, the ASO has long been recognized as an innovator for developing new approaches to managing the art form. These initiatives include using data and regression analysis in forecasting programming success, pioneering a new governance model with accountability for decisions being shared between artistic and administrative leadership and a new approach to growing the diversity of American orchestras through early incubation of talented young minority musicians.



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The Vice President of Marketing and Communications is charged with the oversight, strategy, planning and execution of ASO marketing, communications and content to promote a positive brand identity for the ASO and ensure that the organization achieves its attendance and digital presence goals.

The ASO has a staff of 63 and an annual budget of approximately \$33 million. Roughly half of organizational revenues come earned income - approximately 10M from ticket sales. The ASO is financially stable, having achieved budget surpluses for eight consecutive years; the organization enjoys an endowment of ~110M. The orchestra complement is 88 and the current season spans 42 weeks with the bulk of ASO concerts taking place at Symphony Hall at the Woodruff Arts Center. For more information about the ASO and its history, please go to www.atlantasymphony.org.

The Responsibilities

Reporting to the Executive Director, the Vice President of Marketing and Communications is charged with the oversight, strategy, planning and execution of ASO marketing, communications and content to promote a positive brand identity for the ASO and ensure that the organization achieves its attendance and digital presence goals. They will be an engaged leader who will work to understand the ASO's core and prospective audiences and proactively find ways to position the ASO through compelling messaging via traditional and emerging media formats - achieving both through a strong sense of collaboration and a team-centered approach.

More specifically, the Vice President of Marketing and Communications will:

- 1. Lead the ASO's marketing efforts to achieve attendance goals.** The VP will work with the marketing and communications team, VP of Sales and Revenue Management, Executive Director and Senior Staff to help appropriately calibrate attendance goals for ASO events and create and implement the strategies necessary to achieve annual and event-specific goals for attendance. The leader will be nimble and able to pivot between long-term plans and

strategies and real-time, on-demand, dynamic event-driven attendance needs that present as a part of the normal rhythms of the market.

2. Oversee all media relations, crisis communications, social media, content creation, and reputation management.

The VPMC will be an experienced communicator and a steady hand in leading organizational communications for both planned and unanticipated scenarios with grace and professionalism. The leader will be a capable architect of communications strategies and lead a messaging approach that will enhance culture, drive productivity and improve organizational productivity.

3. Be the brand conscience of the organization.

The VPMC will work to ensure that all organizational communications, written and visual, are accurate and reflect the brand standards of the institution. Together with the marketing and communications team, the leader will help promote a compelling and consistent look for all materials that represent the ASO.

4. Lead ASO efforts to know and understand the current audience and build bridges to new audiences and patron relationships.

This individual will be uncommonly good at understanding the needs, patterns and preferences of the ASO audiences across different musical genres represented in the ASO portfolio of offerings. The VPMC will bring facility with how to evaluate market patterns and trends in a performing arts context and have a good sense of how to balance the important role of legacy programming with responding to the appetites of an evolving community of potential concertgoers. This leader will be astute in understanding the ASO's place as one of many choices among an ever-growing and competitive landscape of options for how patrons spend their time.



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- 5. Guide, support and develop the marketing and communications staff and capably manage the department.** The VPMC will be a natural collaborator, good listener and a leader that is open to ideas. This individual will work to achieve goals in concert with their colleagues and in alignment with the supportive culture consistent through the ASO organization.

The Candidate

The ideal candidate is a creative, committed, and capable leader who is comfortable with the role of internally and externally leading the marketing and communications of the ASO. Communication, interpersonal, and both short- and long-term strategic thinking skills are essential, as is comfort with working regularly at the nexus of artistic excellence and successful business strategy and execution.

Experience in working with similarly complex professional organizations (ideally in the orchestra, opera and/or performing arts industry) and adapting this experience to the scale, resources and mission of the ASO will be highly valued. The VPMC will bring a sense of humor, a natural ability to collaborate, energy and enthusiasm, high emotional intelligence, and an authentic passion for the role that orchestras play as both the living embodiment of an art form and a key community partner.

Attributes being sought in the Vice President of Marketing and Communications include:

- Thorough knowledge of marketing and communications practices with a special emphasis on social and digital media and proven experience executing campaigns with measurable success.
- Demonstrated knowledge of community relations, brand strategy, and storytelling to drive brand awareness and consideration.



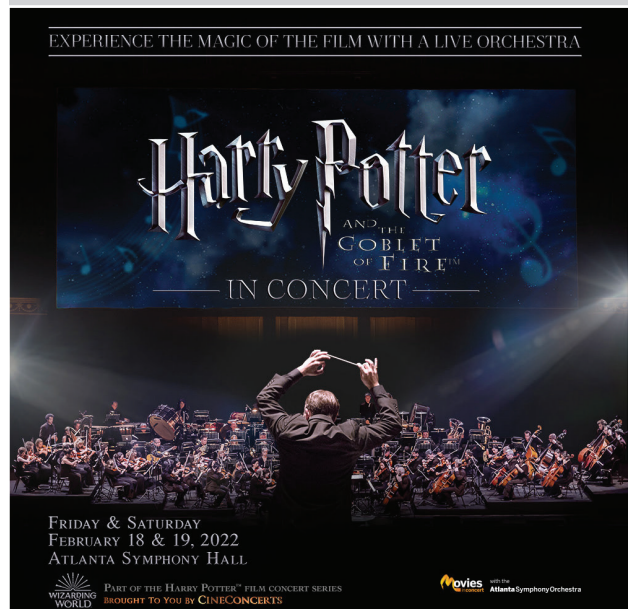
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The Atlanta Symphony Orchestra continues to affirm its position as one of America's leading orchestras.

- Strong interpersonal skills and the ability to build relationships with stakeholders, including staff, Board members, external partners, and donors.
- A strong track record of creating marketing strategies that drive sales and attendance.
- A solution orientation with the ability to successfully balance staff and senior management needs and expectations.
- The ability to thrive in a fast-paced, people-focused environment.
- An entrepreneurial, highly creative mindset.
- Exceptional time-management, prioritization, and multi-tasking abilities.
- Excellent verbal and written communication skills with the ability to tailor messages to specific audiences.
- Passion for the mission of the ASO.
- An openness that inspires trust, empowerment, invites collaboration, and engenders an environment of teamwork and accountability
- Proven ability to inspire people through servant leadership.

(Technical Knowledge)

- Familiarity with Google Analytics and other digital analytics tools.
- Proficient in using Adobe Illustrator, Photoshop, and WordPress, as well as other marketing-related software tools.
- Knowledge of Microsoft Office products, including Word, Excel and PowerPoint, and other graphics and presentation software.
- Familiarity with the following platforms: MailChimp, CoSchedule, MediaTool, Cision, Webdam, etc.



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The VPMC will work to ensure that all organizational communications, written and visual, are accurate and reflect the brand standards of the institution.

The Relationships

Reports to	<ul style="list-style-type: none"> ASO Executive Director
Direct Management	<ul style="list-style-type: none"> Director of Content Associate Director of Communications Director of Publications Director of Multimedia Technology Marketing Manager (2) Content Manager Multimedia Creative Manager
Has other key relationships including:	<ul style="list-style-type: none"> ASO Senior Staff Local, regional and national media Peers and colleagues in the local, regional and national symphony, arts and culture communities Patrons, donors and supporters of the ASO The ASO Board of Directors Local and regional partners

The Location

The Atlanta Symphony Orchestra's home is the Woodruff Arts Center - located in the heart of Midtown Atlanta - home to over 20,000 residents, 65,000 workers, and 6 million annual visitors. It is the epicenter of Atlanta's arts and cultural community and serves as home to the High Museum of Art, Alliance Theatre, Center for Puppetry Arts, the Atlanta Botanical Gardens, and the Savannah College of Art & Design. It is also a major business hub where most of the city's leading law firms and financial institutions are located. Major corporate residents include Invesco, Google, NCR, AT&T and Norfolk Southern.

With over 6 million residents, Atlanta is the country's 9th largest metropolitan area. It is the commercial and cultural center of Georgia and the Southeastern United States. Some of the world's largest companies are headquartered in the city, including The Coca-Cola Company, UPS, Delta Air Lines, and Home Depot which provide major financial support to the city's arts and cultural institutions. Atlanta is also the entertainment industry capital of the South hosting major record labels and movie production companies including Tyler Perry and Pinewood studios. It features a thriving spiritual community, award-winning restaurants and chefs, and recreation and entertainment offerings of every kind rivaling those of any city in North America.

For more information, please visit <https://www.atlanta.net/>

For potential consideration or to suggest a prospective candidate for the next
Vice President of Marketing and Communications for the
Atlanta Symphony Orchestra, please email
ASO@BoardWalkConsulting.com
or call **Michelle Hall** or **John Sparrow** at 404-262-7392.
