

**Position title:** Director of Marketing  
**Institution:** Boston Youth Symphony Orchestras  
**Location:** Boston, MA  
**Reports to:** Executive Director  
**Date posted:** February 16, 2007  
**Apply by:** April 1, 2007

**Roles and responsibilities:** The Boston Youth Symphony Orchestras seeks a Director of Marketing who will work with the Executive Director and the Marketing and Public Relations Manager to market, promote and facilitate communications for rehearsals, performances and auditions for a youth orchestra that serves about 400 kids from across New England.

**Primary duties:** The Director of Marketing is responsible for the creation and implementation of marketing, public relations and publicity strategies for the Boston Youth Symphony Orchestras. Manage the publication of all printed materials, including program books, brochures, letterhead and more. Create and maintain the marketing budget. Set goals for ticket sales, concert attendance, and revenue generated through merchandise and advertising. Forecast ticket sales, and plan the box office and subscription campaign for each BYSO season. Buy advertising for BYSO concerts, and initiate promotional campaigns to increase attendance at BYSO concerts. Sell advertising in the BYSO concert programs. Develop direct mail campaigns to increase concert attendance. Develop lists of concertgoers and potential concertgoers in order to cultivate attendance of BYSO concerts. The Director of Marketing is responsible for managing the Marketing and Public Relations Manager.

#### **Qualifications**

Bachelor's Degree required, with 3-5 years experience in marketing communications. Excellent written and verbal communication skills, ability to handle multiple projects and meet deadlines are required. Experience with managing print production strongly preferred. Ability to work independently as well as a part of a team. Experience in marketing communications for non-profit organizations and/or the performing arts is highly desirable. Some evenings and weekends are required.

**Compensation will be commensurate with experience.**

**Interested applicants should submit a resume and cover letter, including how you found out about the job to:**

Erin Keegan Ianni, Marketing and Public Relations Manager  
Boston Youth Symphony Orchestras  
Boston University, College of Fine Arts  
855 Commonwealth Avenue  
Boston, MA 02215  
keeganerin@hotmail.com

#### **Description**

The BYSO's mission is to encourage musical excellence in a professional and supportive environment. The organization provides the highest quality orchestral training and performance opportunities to qualified musicians in grades K-12, while making its programs accessible through financial aid and outreach. Each year the BYSO auditions nearly 700 elementary and secondary students, and accepts more than 400 musicians. The orchestras offer over 20 performances in some of Boston's finest venues including Symphony Hall, Jordan Hall at New England Conservatory, Sanders Theatre at Harvard University, and the Tsai Performance Center at Boston University. The orchestras and chamber ensembles rehearse every Sunday from September through June at Boston University's College of Fine Arts, where the BYSO has been in residence since it was established in 1958 by Dr. Robert Choate. The College of Fine Arts is a major sponsor of the BYSO.

