



VICE PRESIDENT FOR MARKETING & STRATEGIC ENGAGEMENT

OREGON SYMPHONY

Portland, Oregon

Oregon Symphony



**OREGON
SYMPHONY**

CARLOS KALMAR, MUSIC DIRECTOR

The Aspen Leadership Group is proud to partner with the Oregon Symphony in the search for a Vice President for Marketing & Strategic Engagement.

The Oregon Symphony's Vice President for Marketing & Strategic Engagement (VPMSE) builds audience and enhances the patron experience for one of the largest arts organizations in the West. With a primary focus on earned revenue, the VPMSE plans, leads, executes, and evaluates programs to exceed an annual goal of more than \$10 million.

The VPMSE champions the Oregon Symphony's brand and visibility—regionally and nationally. The VPMSE is responsible for creating and executing myriad sales campaigns to reach the Symphony's many and diverse stakeholders. Moreover, the VPMSE develops and executes institutional marketing and communications strategies, which include leveraging digital technologies, social media, and traditional media. The VPMSE collaborates with the CEO and the Music Director on a wide range of projects, manages the Board Marketing Committee, and oversees website, print, and digital marketing content development.

With a departmental budget of \$2.8 million, the VPMSE leads a marketing team of five full-time staff and a patron service team of fifteen full- and part-time staff. In partnership with the Artistic Planning team, the VPMSE assesses classical and popular programming options in terms of both salability and mission.

The Oregon Symphony is a vibrant, growing organization, which is achieving record ticket sales and contributions under the dynamic leadership of President & CEO Scott Showalter. At a time when many orchestras are reducing their classical programming, the Oregon Symphony is continuing to invest in the art form, expand its season, reach new and bigger audiences, and deepen its collaborations in the community. In the 2018/19 season, the Symphony premiered more than 20 compositions, including works by eight living composers such as John Adams, Unsuk Chin, and John Corigliano. For the 19/20 season, the Symphony is expanding its Classical Series to 18 weeks and is again commissioning and premiering bold works, including the world premieres of more than 25 compositions, including Damien Geter's *An African American Requiem* and works by Andy Akiho, John Adams, Gabriella Smith, Oscar Bettison, and George Walker.

The Symphony unites exceptional musicians, a world-class conducting staff, an unrelenting focus on excellence, a compelling vision, and a strong commitment to the greater good. The result is something special and rare: an energy that can be felt in every note and performances that move its listeners. As one of the region's cultural jewels, the Symphony is central to the thriving arts community in Oregon and

Southwest Washington. Propelled by the desire to bring the power of music to more people in new ways, the Oregon Symphony is always moving music forward.

Each year, the multi-Grammy nominated Oregon Symphony performs more than 115 concerts at the Arlene Schnitzer Concert Hall in Portland and performs regularly in Salem, Newberg, and other cities. It also produces award-winning educational and community engagement events. The Symphony's programs directly serve more than 250,000 people annually and reach tens of millions more around the globe through its broadcast and recordings programs. The institution is supported by thousands of individuals, businesses, and foundations and receives funding from the Regional Arts & Cultural Council, the State of Oregon Arts Commission, and the National Endowment for the Arts.

The Oregon Symphony Association employs 76 full-time union musicians, led by Music Director Carlos Kalmar (through 20/21). Each year, it engages dozens of guest conductors and artists to perform with the orchestra. The FY20 operating budget is \$22 million, of which nearly 80% is spent on artistic and engagement programs. The Association has a full-time equivalent staff of 46, who are responsible for concert production, marketing, public relations, education, community engagement, fundraising, customer service, accounting, and financial reporting. It is governed by a volunteer board of directors, who last year contributed thousands of hours and personally contributed more than \$2.5 million.

REPORTING RELATIONSHIPS

The Vice President for Marketing & Strategic Engagement will report to the President and Chief Executive Officer, Scott Showalter.

PRIMARY RESPONSIBILITIES

The Vice President for Marketing & Strategic Engagement will

- drive annual increases in earned revenue;
- provide leadership and strategic direction for all programs that build patron relationships;
- envision and execute institutional communications plans that leverage the Symphony brand, an upcoming music director transition, and its 125th anniversary (21/22);
- devise strategies to add revenue through partnerships with businesses, arts groups, social service organizations, and other community nonprofits;
- serve as thought partner to the CEO and other leaders regarding best practices and opportunities in communication, marketing, sales, and audience retention and expansion;
- design and lead innovative multi-platform marketing campaigns;
- manage, promote, protect, and expand the Oregon Symphony's brand;
- conceive and oversee sophisticated audience and market research;
- serve as the Symphony's chief media strategist, developing and implementing strategies to enhance the Symphony's public image as a leader in the arts;
- thoughtfully leverage the input and goodwill of volunteers and manage the work of the Board Marketing Committee;
- build productive partnerships with the media, community leaders, and arts organizations and other nonprofits whose work complements the Symphony's; and
- assume responsibility for the Symphony's websites, ensuring that they clearly and consistently reflect the Oregon Symphony brand, leverage online content, and remain a robust destination for patrons and a vital means of communicating with the public.

KEY COLLEAGUES



Scott Showalter

President and Chief Executive Officer

Scott Showalter became President and Chief Executive Officer of the Oregon Symphony in July 2014. The 76 full-time musicians of the Symphony perform for over 250,000 people each year at Portland's Arlene Schnitzer Concert Hall and beyond. Its \$22M budget makes the Oregon Symphony one of the largest arts organizations in the Pacific Northwest.

Showalter has achieved record ticket sales and donations, increasing the Symphony budget by 50% over the past 5 years, the greatest growth among American orchestras. While balancing the annual budget and incurring no debt, Showalter has expanded the classical series and made investments in creative programming. The 2019/20 Season continues the acclaimed *SoundStories* series, a three-concert series with imaginative, collaborative productions that animate orchestral works and expand the power of musical storytelling. During Showalter's tenure, the Oregon Symphony has released five CDs, including 2018's *Aspects of America* and 2015's *Spirit of the American Range*, which was nominated for a Grammy.

With frequently classical guest artists like Yo-Yo Ma, Renee Fleming, Itzhak Perlman and Joshua Bell, the Symphony also has broadened its repertoire. Recent specials and presentations have included Leslie Odom, Jr., Lila Downs, Lily Tomlin, Boyz II Men, Il Divo, Wynton Marsalis, Tony Bennett, and Shanghai Acrobats. The orchestra also performs live soundtracks along with screened video games like *The Legend of Zelda* and blockbuster movies like *Harry Potter*, *Jurassic Park*, and *La La Land*.

Beyond the stage, Showalter has extended the Symphony's Education and Community Engagement activities. Every year, over 250 programs in schools, libraries, neighborhoods, correctional facilities, sports venues, and retirement homes reach tens of thousands of children and adults. In partnership with Carnegie Hall and Portland Homeless Family Solutions, the Oregon Symphony produces the Lullaby Project, supporting the well-being of mothers and children facing housing insecurity; with support through the League of American Orchestras, the Oregon Symphony is deepening connection with the Latinx community; with investment from local foundations and individuals, the Oregon Symphony brings Carnegie Hall's Weill Music Institute program *Link Up* to thousands of 3 – 5th graders annually; and, in collaboration with the Intel Corporation, the Symphony helps to develop musical applications for computer chip technology.

Before moving to Portland, Showalter worked as Vice President of the Los Angeles Philharmonic, Associate Vice President of the University of Chicago, and Associate Dean of Stanford Law School. He served on the executive teams of each of these organizations, while planning and running annual, capital, and endowment fundraising campaigns.

A classically trained pianist, Showalter holds a dual undergraduate degree in Economics and German Studies from Stanford University and an MBA from the University of California, Los Angeles. He additionally serves on the board of Northwest Academy, an arts-focused college preparatory school in Portland, Oregon.

PREFERRED QUALITIES

For the position of Vice President for Marketing & Strategic Engagement, the Oregon Symphony seeks an energetic, creative professional with the proven ability to think strategically; to create comprehensive plans to build audiences, achieve revenue goals, and strengthen brand recognition; and to lead and motivate a dedicated team. The ideal candidate will have excellent communication and organizational skills, collaborate effectively with colleagues, and exude a passion for the arts.

SALARY & BENEFITS

Oregon Symphony offers a competitive and comprehensive salary and package of employee benefits.

LOCATION

This position is based in Portland, Oregon.

DIVERSITY, EQUITY, AND INCLUSION

The Oregon Symphony is an equal opportunity employer and is committed to diversity, equity, and inclusion in all facets of the organization. It seeks to develop a diverse candidate pool and welcomes nominations and applications from all qualified candidates regardless of race, gender, sexual orientation, age, disability, religion, or national origin.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. **Cover letters should be responsive to the mission of Oregon Symphony and the position of Vice President of Marketing & Strategic Engagement.** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Vice President for Marketing & Strategic Engagement, Oregon Symphony.](#)

To nominate a candidate, please contact Ron Schiller:

ronschiller@aspenleadershipgroup.com.

All inquiries will be held in confidence.