



Title: Marketing Director
Reporting to: Waukesha Choral Union Board President
Indirect Reports: Marketing Assistant
Primary Relationships: Board President, Artistic Director, Board Secretary, Marketing Assistant and other volunteers
Date Available: July 1, 2017

Position Purpose: The Waukesha Choral Union (WCU), an auditioned choir that has performed classical music in Waukesha for over 50 years, is seeking to hire an independent contractor who will function as the organization's Marketing Director (MD) and serves as an ex officio member of the Board of Directors (BOD) and consultant to the BOD. The Marketing Director will support all efforts related to the WCU's marketing, communications and public relations needs and goals. Responsibilities include, but are not limited to, the editorial direction, design, production and distribution of all WCU publications (including the WCU website and social media efforts), serving as the WCU's representative in dealing with local media and ensuring the consistent use of the WCU's mission and logo.

Main Responsibilities:

Assist in the areas of marketing, communications and public relations as described below:

- Design, edit and produce the four WCU concert programs in partnership with Footlights.
- Design, edit and produce concert season schedule mailing and/or brochures.
- Design, edit and produce posters for each concert. Manage distribution in Waukesha community.
- Assist major fundraising committee with design & production of event materials/announcements, etc. Participates at primary fundraising event.
- Oversee and coordinate the sales and collection of annual advertisements for the concert programs with assistance from the BOD.
- Prepare and submit press releases and news articles for the fall and spring auditions and for each concert.
- Attend each concert to manage ticketing and to make concert announcements and remarks. Also manage pre-sale of tickets via the WCU website.
- Oversee the WCU Facebook page.
- Manage and update the WCU website as necessary; Produce & distribute electronic newsletter prior to each concert, and major fundraiser.
- Participate in setting annual marketing budget; produces materials in line with available marketing funds.
- Attend monthly board meetings as appropriate and prepare a MD report with all recent activity.
- Ensure that evaluation systems are in place related to the marketing goals and objectives and report progress to the Board.
- Ensure that the WCU regularly conducts relevant market research and coordinating and overseeing this activity.
- Represent the WCU at possible various public events.
- Other duties as may be assigned.

QUALIFICATIONS:

Bachelor's degree in the Arts, Marketing, Communications or other relevant program is preferred. A minimum of 3+ years experience in the arts, marketing and/or public relations (experience in non-profits and/or the performing arts a plus).

1. Excellent, timely and consistent communication skills
2. Excellent written, verbal and interpersonal skills
3. Organized with high attention to detail
4. Sincere commitment to work collaboratively with all constituent groups, including staff, board members, singing members, volunteers and donors
5. Self-starter, able to work independently
6. Ability to think strategically and creatively

Additional Requirements

Language skills: Public speaking is required for making concert announcements and remarks

Work hours: Part time

Salary: To be discussed

Other: The position shall be a contractual relationship; as such the position is not considered employment with the WCU.

Applicants should submit resume and references to president@choralunion.org or mail them to:

Waukesha Choral Union

P.O. Box 495

Waukesha, WI 53187

Questions may be directed to the email above or by phone to 414-297-9310.