



EDUCATION AND COMMUNITY ENGAGEMENT OPENING

The Wichita Falls Symphony Orchestra (WFSO) is seeking an Education and Community Engagement Director beginning June 1, 2019. This is a salaried, full-time position, reporting to the Executive Director. Duties will include coordination of education programming, community outreach, and public relations. See full job description here:

Education

Direct and coordinate all activities of the orchestra as they relate to music education/appreciation for all ages.

Work with the Education Committee and Board of Directors to carry out all aspects of education programming.

Serve as primary liaison between the WFSO and area and local schools.

Work with music teachers, administrators, and WFISD Fine Arts Director to ensure that WFSO's education programs complement and support school curriculum.

Take a leadership role in developing new education programs and collaborations that maximize the WFSO's impact on the community.

Maintain education page on WFSO's website.

Maintain evaluation and assessment reports for all education programs.

Administration

Assist the Executive Director in setting and implementing administrative and artistic policies established by the Board.

Develop and maintain budgets for education programs with Executive Director.

Prepare education program descriptions for grants and assist in grant writing.

Attend all performances of the orchestra to act as a liaison to the media and the public. Participate in artist hospitality and donor receptions as requested.

Attend civic and cultural events in the community. Represent the WFSO by speaking at public events as requested.

Perform other duties as assigned by the Executive Director.

Community Engagement

Develop and maintain collaborations with other cultural institutions, performance venues, and community leaders by participating with various community constituents in forums regarding education and engagement in the fine and performing arts.

Implement all aspects of organization campaigns, including email, direct mail, and telemarketing. Oversee the acquisition of prospect lists and production of all campaign materials.

Write copy and work with designer(s) and Executive Director to produce all marketing and development materials including season brochures, annual fund brochures, sponsorship materials, advertisements, concert program books, website, tv spots, direct mail pieces, and newsletters.

Conduct audience and market research as needed; develop strategies based on survey analysis. Provide statistical and demographic information as requested.

Recommend marketing policies and promotion strategies to the Executive Director and Board with the goal of reaching new audiences for the orchestra.

Work with board teams to create and execute audience development initiatives.

Maintain specific aspects of the website, including but not limited to “Musician Spotlight”, “Volunteer of the Month”. Add current press releases and update media galleries as needed.

Public Relations & Communications

Develop program for communicating the WFSO’s plans and activities to the media. Work to establish and maintain positive contacts with local media outlets.

Act as spokesperson as needed. Provide public information by request.

Work with staff to ensure consistent delivery of messages relating to the orchestra’s mission.

Develop and implement social media strategies (Facebook, Twitter, Flickr, YouTube, etc.) to cultivate online relationships with patrons and potential patrons in the Texoma area and relevant organizations and contacts locally and nationally.

Critical Knowledge, Skills, and Abilities

Experience in arts marketing and a basic understanding of classical music preferred.

Familiarity with trends and strategies specific to the performing arts.

Ability to work as a team player in a fast-paced, goal-oriented environment, balancing multiple projects under strict deadlines.

Outstanding interpersonal and communication (oral and written) skills.

Experience with Microsoft Office Suite, including Word, Excel, and PowerPoint, or other graphic design software.

Maintain current knowledge of industry best practices and standards in education.

Ability to organize and manage multiple projects simultaneously.

Must be available to work some weekends as assigned.

Education/Experience

Bachelor’s degree in Music, Arts Administration, Marketing, Management or Communications preferred but not required. 1 to 3 years related experience; or equivalent combination of education and experience. **PHYSICAL REQUIREMENTS** Stand for extended periods of time; push, pull and reach; occasionally bend, sit, stoop and stretch; occasionally lift and carry up to 20 pounds.