

Do you love connecting people with powerful musical experiences?

The Wichita Falls Symphony Orchestra (WFSO) is seeking a dynamic, creative, and community-minded individual to join our team as **Director of Marketing & Audience Development**.

In this role, you'll help shape the future of our organization by growing and diversifying our audiences, building strong community relationships, and developing innovative strategies to bring more people into the joy of live orchestral music. Whether it's your eye for marketing, your mind for data, or your passion for making the arts accessible to everyone — we want to hear from you. This is an exciting opportunity to make a meaningful impact in a vibrant arts organization with a long-standing legacy in the Texoma community.

About the Wichita Falls Symphony Orchestra

Our Mission: The Wichita Falls Symphony Orchestra (WFSO) aims to promote symphonic music to enrich, educate, and entertain diverse audiences in the Texoma community through live orchestral music, educational programming, and community enrichment.

Our History: The WFSO was established in 1921 and reformed after World War II in 1947. For over 75 years, the WFSO has provided world-class music experiences to Texoma residents and visitors, including high-quality concert programming, music education, and community outreach.

The 2025-2026 season marks Fouad Fakhouri's ninth season as Music Director and Conductor of the WFSO. With over two decades of international credits as a conductor and composer, Maestro Fakhouri is committed to actively engaging with audiences through powerful artistic experiences.

The 2025-2026 season will open with a tribute to the cinema, as the orchestra performs well-loved movie themes from a variety of genres. Other season highlights include Saint Saëns, Dvorak and three new commissioned works by talented female composers. There are five subscription concerts, a Young People's Education concert and multiple pop-up events in the community.

The Wichita Falls Symphony Orchestra is led by a 15-member Board of Directors who play a vital role in preserving the impact and legacy of the organization. The WFSO employs 70 core musicians and has a budget of approximately \$850,000 for the fiscal year ending 2025.

About Wichita Falls:

Wichita Falls, Texas, is comfortably situated in the northeastern corner of the Panhandle/Plains region of North Texas. Often described as both pleasant and comfortable, this family-friendly city offers a welcoming atmosphere. Conveniently located just two hours from two major metropolitan areas—Dallas-Fort Worth and Oklahoma City, each with populations over one million—Wichita Falls combines small-town charm with big-city accessibility. With a population of approximately 104,553, it also serves as the county seat of Wichita County.

The historical Memorial Auditorium was constructed in 1927, a duplicate of the State Fair Music Hall in Dallas. Early entertainers Van Cliburn, Doc Severinson and BB King have graced the stage. Today, Memorial Auditorium is home to the Wichita Falls Symphony Orchestra and the Wichita Falls Ballet Theatre and plays host to entertainers of all genres. Source: <https://discoverwichitafalls.com/about-wf/>

Job Description

The Wichita Falls Symphony Orchestra (WFSO) seeks a dynamic and strategic Director of Marketing & Audience Development to lead initiatives aimed at growing and diversifying concert attendance. This individual will guide subscription effort, analyze audience data, and implement innovative outreach strategies that foster meaningful and lasting connections within the community. This role requires a proactive presence in the community, with a strong emphasis on educational outreach, public presentations, and strengthening community relationships.

Key Responsibilities

Revenue Growth & Strategic Development

- Develop and manage targeted initiatives to boost revenue through enhanced patron loyalty, increased ticket sales, moving single ticket buyers into larger purchases; and moving patrons along the continuum from first-time buyer to brand ambassador.
- Lead audience research efforts through surveys, focus groups, and market analysis to understand trends in audience behavior and preferences.
- Collaborate with the Executive Director and the board of directors to plan exclusive patron experiences, events, and subscriber benefits that deepen emotional connections to the WFSO.
- Recommend and test new product offerings that align with patron interests and revenue goals.
- Take on additional tasks as needed to support organizational priorities.

Marketing, Analytics, and Database Management

- Work with internal teams to develop campaigns aimed at reaching emerging audiences including students, young professionals, and recently-arrived area residents.
- Segment audience data to gain insights into purchasing patterns and attendance behavior, using this data to refine marketing approaches.
- Contribute to the creation of compelling marketing materials and manage the roll-out of season ticket campaign and promotions.
- Partner with the database administrator to enhance the efficiency and user experience of ticket sales systems.
- Assist with other marketing and data-related tasks as necessary.

Community Engagement and Patron Stewardship

- Serve as a public-facing representative of the WFSO at schools, colleges, civic organizations, and community events, actively promoting the symphony and its mission in the community.
- Support the organization's goal of engaging new audiences by helping to shape innovative concert experiences and measuring their impact through audience feedback and participation metrics.
- Monitor and report on subscription and single ticket sales trends, providing timely updates and strategic insights to leadership.
- Research competitor pricing, offerings, and benefits to ensure the WFSO remains competitive in the arts and entertainment landscape.

Desired Qualities and Skills

The ideal candidate will be a charismatic and results-driven individual with a passion for music, data informed decision making, and community building. A proven ability to lead outreach efforts and engage diverse audiences is essential. As a goal-setter, they will ideate innovative ways to attract former and new audience members to the WFSO to augment its role in the greater community and artistic landscape of Wichita Falls, Texas.

Other key competencies include:

- Creative Problem Solving– The ability to generate new ideas and solutions aligned with organizational goals.
- Project Management – Skilled at handling multiple projects simultaneously while meeting deadlines.
- Audience-Centered Mindset – A focus on enhancing the patron experience and fostering long-term relationships.
- Self-Motivation – Demonstrates initiative and ownership in leading audience development initiatives.

Required Qualifications

- Audience development or marketing experience.
- Proficiency in Microsoft Office, specifically Excel.
- Strong communication skills, both written and verbal, with the ability to present findings and strategies effectively.
- Demonstrated success in growing audiences and community engagement, such as improved engagement, new demographic reach, etc.
- Passion for the WFSO's mission.

Preferred Qualifications

- Bachelor's degree with emphasis in marketing, arts administration, or a related field.
- Experience in the performing arts or nonprofit sector.
- Experience with CRM databases and survey tools.

Working Conditions

- Repetitive use of keyboard at a workstation and prolonged screen time.
- Evening, weekend, and holiday work and extended working shifts is required in connection with performances and events. A compensatory time program is provided.
- Must be able to lift and carry items weighing up to 40 pounds if needed.

Compensation

The WFSO provides salary in the range of \$50,000-\$60,000 with paid time off and holidays.

Applications and Inquiries

To apply, please submit a cover letter and resume with a summary of demonstrable accomplishments (electronic submissions preferred). **If you believe that you could excel in this role, we encourage you to apply.** We are dedicated to considering a broad array of candidates, including those with a range of workplace experience and backgrounds in marketing and audience development. Whether you are returning to work after a gap in employment, looking to transition, or taking the next step in your career path, we will be glad to have your materials.

Alicia Deges, Executive Director

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