



CREATIVE MARKETING MANAGER

Colorado Symphony Association (CSA) | Job Description

Title: Creative Marketing Manager
Department: Marketing
Reports To: Communications & Creative Director
Classification: Full Time, Salaried

Position Profile

The Creative Marketing Manager at the Colorado Symphony plays a pivotal role in shaping the visual identity of the organization and delivering compelling design solutions that enhance the Symphony's brand presence. This position works collaboratively with the Marketing Department to create visually engaging materials that promote our concerts, programs, and events. As a key member of the Marketing team, the Creative Marketing Manager is at the forefront of communicating the Symphony's offerings and events through innovative and captivating design. A driving force behind the Symphony's marketing efforts, this position plays a critical role in engaging our audiences and inspiring their passion for music. The Creative Marketing Manager will work under the direction of the Communications & Creative Director and be responsible for ensuring the artistic and strategic consistency of all design initiatives.

Essential Duties and Responsibilities

- Develop and execute creative design concepts for a wide range of promotional materials, including concert posters, brochures, flyers, forms, digital ads, email campaigns, and event programs.
- Designing dedicated concert art and booklet layout for the symphony's season brochure
- Collaborate closely with the Marketing team and other internal stakeholders to understand their design needs, objectives, and target audiences.
- Maintain and enforce brand guidelines, ensuring a consistent and visually appealing brand image across all communication channels.
- Produce high quality, print-ready and web-ready design files, while adhering to project timelines and budget constraints.
- Stay current on design trends, software, and tools to continually enhance the Symphony's design capabilities and adapt to industry shifts.
- Manage and maintain a digital asset library, ensuring easy access to visual resources for the team.
- Attend and actively participate in creative brainstorming sessions, contributing innovative design ideas and solutions to marketing campaigns.
- Prepare and present design proposals and mockups to stakeholders for feedback and approval.
- Work closely with external vendors and partners, such as printers and photographers, to ensure the successful production and delivery of design projects.
- Handle ad-hoc design requests and provide support to other departments as needed to ensure consistent branding and visual messaging.
- Support the organization at various special events, like the annual Gala, and other duties as assigned.
- Manage project timelines ensuring deadlines are met.
- Support all departments including Development, Education, and Marketing with their design needs.

Minimum Qualifications and Capabilities

- Bachelor's degree or Certificate in Graphic Design, Fine Arts, or a related field, or equivalent work experience.
- Proven experience in graphic design with a minimum of 2 years of professional experience.
- Strong portfolio showcasing a wide range of design projects and an ability to maintain a consistent brand across different media and assets.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, and others).
- Excellent project management skills and the ability to meet deadlines.
- A creative thinker with a keen eye for detail and a strong understanding of design principles.
- Knowledge of typography, layout, and color theory.

- Strong communication and collaboration skills.
- Ability to adapt to changing priorities and work in a fast-paced environment.
- Passion for the arts and a desire to contribute to the cultural enrichment of the community.

Preferred Qualifications and Capabilities

- Assist in the creation of multimedia content, including video graphics and animations, to support digital marketing initiatives.

Compensation and Benefits

- Salary range **\$54,000-\$62,000** commensurate with qualifications and experience.
- The CSA offers a competitive salary and provides excellent benefits to all full-time employees including:
 - Health insurance – three options to choose from (PPO Base, High Deductible (both 100% employer paid for employee only), or Buy-Up); all at low cost to the employee;
 - Dental, Vision, Voluntary Life/Accidental/Critical Illness, and Identity Theft Insurance;
 - Short-Term and Long-Term Disability Insurance, 100% Employer paid;
 - Health Savings Account and Flexible Spending Accounts, including Medical and Dependent Care, Employee Assistance Program, and Personal Loan Program;
 - Paid time off - vacation, sick leave, seven National holidays, and two floating holidays;
 - A 403(b) plan;
 - Discounted tickets to CSA concerts;
 - Work from home flexibility

How to Apply

Submit a cover letter and resume to jobs@coloradosymphony.org. Please put **Creative Marketing Manager** in the subject line of your e-mail. No phone calls please.

The Colorado Symphony Association an Equal Opportunity Employer.