



**CANTON SYMPHONY ORCHESTRA (CSO)**  
**POSITION DESCRIPTION: DIRECTOR OF INSTITUTIONAL ADVANCEMENT**

**TITLE:** Director of Institutional Advancement

**REPORTS TO:** President & CEO

**POSITION DESCRIPTION:** Full Time; Varied schedule based on programming. Requires weekends (about 11 per year) and other weeknights for concerts and events. This job description may be amended to remain consistent with the needs of the organization at the discretion of the President & CEO.

**COMPENSATION:** \$55,000-\$62,000 (dependent upon experience)

**BENEFITS:** This position receives 20 days (four weeks) of paid time off (PTO). CSOA covers 50% the cost of a single rate policy for Health and Vision insurance, 85% of Dental coverage and 100% Disability and Life insurance. CSOA will match up to 1% of an employee's salary if they contribute to a 403(b) account and employees can elect to have a Flex Spending Account.

**SUMMARY DESCRIPTION:** The Director of Institutional Advancement leads the creation and implementation of an overarching marketing and communications strategy to maximize earned and contributed income at the CSO. This person oversees all public communications, marketing/development campaigns, and brand strategy. As part of the implementation of its new strategic plan, CSO is embarking on a comprehensive effort to increase community visibility, execute an endowment campaign, and grow the organization into its 90<sup>th</sup> season (2027-2028) and arrival of a new Music Director (2027). The Director of Institutional Advancement will work closely with the President & CEO to execute this strategic vision and will manage the Marketing and Development team to meet specific goals.

**RESPONSIBILITIES:** This person will create and oversee communication strategy for the CSO. This includes campaigns pertaining to the MasterWorks, Pops, Divergent Sounds, Education, Summer, and Fundraising in addition to maintaining and growing the population of season ticket holders. This person will provide strategic oversight to all development activities at the CSO. Along with the President & CEO, this person will ensure cohesion across the marketing and development campaigns and smooth implementation of the strategic plan.

- Oversee the implementation of season subscription and single ticket marketing campaigns for all CSO concerts and events to meet ticketing goals (attendance and revenue)
- Build and maintain relationships with local media outlets
- Assist in the subscription renewal process by working with the Marketing Team on pricing, forms, invitation, merge mailing project, and other needs
- Act as part of the sales team by selling tickets and answering the phone for patrons
- Oversee the design of season graphics (print, social media, website) as well as the season brochure and program book
- Build and maintain a multimedia press kit that organizes fonts, colors, logos, and other graphic elements to define the CSO brand
- Maintain the audience database through AudienceView (soon to be CueBox) and use the data within to strategically market to the appropriate audience on any given campaign
- Serve as the public facing representative for the organization by communicating with the press as well as constituents of the organization
- Produce timely and accurate progress reports and thorough analysis of results
- Oversee and support the Development Manager's strategy to increase contributed income from individuals, corporations, foundations, and public agencies, including unrestricted and restricted operating support,

endowment, fundraising benefits, and capital improvements.

- Oversee and support the execution of annual fund solicitation, solicitation of sponsorships, stewardship of donors and sponsors, grant applications, endowment campaigns and planned giving programs to meet and surpass goals for the organization
- Oversee and attend as needed donor cultivation and stewardship events including fundraising benefits, pre/post-concert receptions, and others
- Ensure effective donor communications are integrated into the larger CSO marketing strategy
- Work with Development Manager, President & CEO, and Board Chair to meaningfully involve CSO trustees in the CSO strategic vision and communication strategy

#### **OTHER/EVENT DUTIES:**

- Serve as a primary staff member for all pre and post-concert events, donor receptions, and fundraising events
- Serve as the direct report for the Development Manager, Marketing & Development Coordinator and any relevant interns
- Maintain and manage budgets for all marketing and development expenses
- Work with the Growth & Development committee of the board
- Maintain close relationship with finance office to ensure accuracy in financial reports, making sure all are consistent with the CSO general ledger
- Participate with the President & CEO, Chair of the Board, staff, and CSO trustees in ongoing long-range planning leading to the identification of advancement priorities.

#### **POSITION REQUIREMENTS:**

- Bachelor's Degree plus 5-10 years of experience working in the field of marketing/communications
- Experience managing a team
- Excellent storyteller with outstanding computer, written, and spoken communication skills
- Strong leadership, listening, and organizational skills, and the ability to adapt to changing needs of the organization
- Strong planning, conceptual, and analytic skills, including the specific ability to analyze giving and market data and trends to help determine policies, strategies, and programs to enhance the long-term financial integrity of CSO
- High degree of creativity in problem-solving
- Extraordinary ability to advocate the cause and benefits of the Canton Symphony Orchestra
- Experience with graphic design and branding, the ability to produce creative visual and written content
- Proficient in Microsoft Office Suite or like software
- Experience with editing software like Affinity, Canva, Audacity, etc.
- Good knowledge of classical music a plus
- Experience in fundraising and development a plus
- Experience with ticketing/CRM software like AudienceView or CueBox a plus

**TO APPLY:** Send resume and cover letter along with three references to [search@cantonsymphony.org](mailto:search@cantonsymphony.org). CSO will accept applications until April 10, 2026, or until the position is filled.

*The Canton Symphony Orchestra is an equal opportunity employer. The CSO maintains a policy of providing equal employment to all qualified applicants, employees, musicians and volunteers without regard to race, religion, ancestry, color, national origin, disability, age, gender or sexual orientation, as defined and required by law. Job posted March 10, 2026.*