



VICE PRESIDENT and CHIEF MARKETING OFFICER

The Music Institute of Chicago seeks a dynamic and experienced marketing professional to join its leadership team and advance the institution's mission to lead people toward a lifelong engagement with music. The Vice President and Chief Marketing Officer will reinvent the marketing profile of the Music Institute of Chicago and oversee the implementation of a comprehensive communications and marketing strategy that raises the visibility of the institution, leading to increases in earned income from tuition, ticket sales, and rentals.

Reporting to the President and CEO, the VP and Chief Marketing Officer is part of a highly collaborative senior leadership team and will play a central role in shaping the organization's brand, aligning institutional communications to promote educational offerings, performances, and community programming.

The position works in tandem with the Vice President of Development to highlight messaging that reinforces MIC's case for support, raises awareness in the community, and cultivates relationships that drive greater philanthropic support. The VP and Chief Marketing Officer leads and mentors two full-time employees, and two part-time independent contractors for public relations and website support.

ESSENTIAL RESPONSIBILITIES

Develop and implement a multi-channel, integrated communications plan that advances the mission, visibility, brand, and strategic goals of the institution by leveraging digital marketing, social media, public relations, print and radio advertising.

Develop strategies and execute marketing initiatives to achieve specific revenue targets for student recruitment in the Community Music School and Academy Program, and revenue and audience development targets for Nichols Concert Hall.

Provide marketing support of development strategies through a wide range of activities, including the annual campaign, Gala and other special events, cultivation of corporate sponsors, and capital and sustaining campaigns.

Develop an infrastructure and methodology to measure performance in all marketing channels to ensure a satisfactory return on investment.

Develop and oversee the production and deployment of all forms of institutional communication, including the website, social media channels, direct mail, advertising, signage, concert programs, and media relations.

IDEAL CANDIDATE PROFILE

The successful candidate will be self-motivated, entrepreneurial, an innovative problem-solver, ready to reinvent the marketing profile of the Music Institute of Chicago. They will have a positive spirit and energy, a good sense of humor, and a collaborative and flexible working style.

QUALIFICATIONS

Bachelor's degree in marketing or related field.

Seven or more years of progressive experience in marketing, communications, and digital asset management.

Demonstrated ability to work successfully at the leadership/executive level.

Management experience developing marketing talent

Demonstrated marketing success in small- and large-scale initiatives.

Demonstrated excellence in writing, interpersonal and public communication skills.

Proficiency and experience with SEO, web analytics, digital marketing, and marketing data analysis.

Experience in a nonprofit or academic setting preferred

Demonstrates a high level of integrity, accountability, and fiscal responsibility.

TO APPLY

We welcome candidate inquiries and referrals. Please send your correspondence to the Human Resources Manager at hr@musicinst.org. Candidates should send cover letter, resume/CV and three references. Salary and benefits are market competitive and offered commensurate with experience.

WORKPLACE, COMPENSATION, and BENEFITS

The Music Institute of Chicago has a casual yet professional work environment and is conveniently headquartered in downtown Evanston, close to public transportation – CTA (Chicago Transit Authority), Metra, and PACE. MIC provides competitive compensation for a nonprofit organization of its size, and a benefit package that includes health insurance and retirement contributions.

COVID-19 NOTICE

All current and new employees are required to be fully vaccinated, including one booster. Masks are optional at the administrative offices but required at teaching campuses and Nichols Concert Hall.

THE MUSIC INSTITUTE OF CHICAGO

The Music Institute of Chicago (MIC) leads people toward a lifelong engagement with music by providing widely accessible resources for high-quality music teaching, performing, and service activities—and harnessing the power of music to educate, inspire, and bring comfort to the communities it serves. Founded in 1931, the Music Institute has a national reputation for excellence in music teaching, having trained scores of renowned performing artists, and thousands of children and adults who pursue music as an avocation. MIC believes music is an essential element of a strong, well-educated, and compassionate community; music bolsters the brain, strengthens community bonds, and nourishes the human spirit; and live music and quality music education should be accessible to everyone.

MIC is a member of the National Guild for Community Arts Education and accredited by the Accrediting Commission for Community and Pre-collegiate Arts Schools (ACCPAS). The school operates multiple campuses, including in Lake Forest, Winnetka, and Evanston, and offers lessons and classes for 1,500 students annually. A separate Academy Program is an elite training center for extraordinarily talented pianists and string players, many of whom go on to professional careers. In addition, MIC presents public events and performances in Nichols Concert Hall, a 550-seat, acoustically pristine, performance venue located in downtown Evanston, Illinois. Students and faculty at MIC are deeply committed to using music and music education as a community service and fulfilling our ideal that music should be accessible to everyone.