



Founded in 1947, the WSO is a professional regional orchestra. It has a national reputation for its innovative programming with a strong commitment to Canadian performers, repertoire, and composers. The WSO's home base is in downtown Windsor's historic Capitol Theatre.

Closing Date	June 19, 2026
Job Title	Coordinator, Audience & Resource Development
	Full-time position
Reporting	Executive Director

Position Summary

The Coordinator of Audience & Resource Development is a lead role at the WSO in the areas of communication, marketing and fundraising. This role is responsible for creating strategic campaigns to increase ticket sales while maintaining a positive community presence for the WSO through communications. This position works with the Executive Director to implement strategic campaigns for fundraising including overseeing the annual giving campaign and yearly Giving Tuesday initiative. This role is also the lead on media relations.

This position is expected to attend all WSO concerts which are mainly held outside of regular business hours.

Duties and Responsibilities

1. *Audience Development*
 - a. Responsible for creating campaigns to increase and maximize ticket sales for all WSO programming with an emphasis on Masterworks and Pops series tickets.
 - b. A strong focus on growth and retention including subscription renewal strategies, return sales, post purchase follow-up and a patron appreciation plan.
 - c. Identify target audiences and develop plans with specific objectives to reach these audiences for increased ticket sales.
 - d. Work with WSO colleagues to enhance community presence and promote audience growth.
 - e. Analyze demographical information and audience trends to make data driven decisions on ticket sales strategies.
 - f. With Executive Director, set revenue goals for each concert series annually and implement plans to reach those goals.
 - g. Ability to define, determine and strategize parameters for CRM reports.

2. *Marketing & Communications*

- a. Gather and create content for marketing materials. Work collectively with Manager, Graphic Design & Patron Services and Coordinator, Marketing to ensure all marketing materials are on-brand and positively reflect the WSO.
- b. Write and prepare all copy for marketing materials including regular targeted emails and e-newsletters.
- c. Determine target audiences for all communications.
- d. Book advertising and work with team to ensure ads are delivered in a timely manner.
- e. Develop surveys to solicit feedback from patrons and donors.

3. *Fundraising*

- a. Create, implement, and evaluate an annual giving campaign.
- b. Create, implement, and evaluate a strategy each year for Giving Tuesday.
- c. With the Manager, Graphic Design & Patron Services, examine donor data to create strategies to increase resources.
- d. Work with the Manager, Education & Community Outreach to create giving opportunities for donors related to education.
- e. Work with team to pull donor reports, define and determine parameters.
- f. Create and implement stewardship communication such as thank you letters, donor stories for In Tune program and online recognition.

4. *Media Relations*

- a. Write and distribute all media releases.
- b. Coordinate media interviews for WSO representatives.
- c. Strategize with Executive Director regarding upcoming concerts to promote and creative ways to build WSO brand.

5. *Other*

- a. Oversee marketing budget in collaboration with Executive Director and Finance Manager.
- b. Supports communications and promotion for Capitol Theatre when required.
- c. Attend public events to represent the WSO when needed.
- d. All other duties as assigned.

Qualifications

- University degree or college diploma in Communications, Marketing, Business or related discipline.
- Five years (minimum) of work experience with non-profit organization(s) or equivalent.

- Demonstrated experience creating communication and marketing strategies with proven results.

Skills

- Demonstrated understanding of creating, implementing and evaluating campaigns that result in enhanced revenue and promotion.
- Ability to write effective, clear and concise copy for different assets such as newsletters, programs, media releases and scripts.
- Ability to analyze trends to ensure data-driven decisions.
- Ability to build positive relationships with colleagues, donors, patrons, musicians and community partners.
- Strong problem solving skills.
- Proficiency in Microsoft Office Suite.
- Ability to learn and willingness to learn new technical skills such as working on the organization's CRM.
- Experience working within the arts is an asset.
- Ability to manage several projects at once.

Rate of pay

\$54,500/annually

Other

Ability to participate in the Employer's Health Benefits package

Paid sick days (7 annually)

Paid time off during December holiday period

Flexible, shorter work week in summer months (June/July/August)

How to apply

Please send a resume, cover letter and one writing sample (media release, advertising, etc.) to employment@windsorsymphony.com by Friday, June 19, 2026 at 5 p.m.