



## Director of Marketing

***The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is seeking an experienced, skilled, and highly motivated Director of Marketing to support the Senior Director, Marketing.***

FLSA Status: Full-Time, Exempt

### **About the Adrienne Arsht Center for the Performing Arts of Miami-Dade County**

The Arsht proudly serves as the cultural pulse of Miami – the heart of magical live arts experiences that spark the imagination and connect people to one another. Whether on our stages or in your neighborhood, the Arsht is alive year-round with international artists, innovative programming from [resident companies](#) and local arts partners, free community events that reflect Miami's unique identity and more than 100 culturally diverse and impactful learning experiences for 80,000 children every year.

Since opening in 2006 in the heart of downtown, the Arsht, a 501(c)(3) non-profit organization, has been recognized as a leader in the city's cultural transformation, a catalyst for billions of dollars in new development and a host venue for historic events. The 300+ annual Arsht events include a robust series of touring Broadway musicals direct from New York, star-studded jazz and classical music concerts curated for South Florida, a major annual Flamenco Festival and an award-winning Miami-based theater program. In addition, Family Fest, Gospel Fest Miami, Art + Mind Day, Heritage Fest and our LGBTQ+ Pride celebration are among dozens of free events that bring people from all corners of our community together. For more information, visit [arshtcenter.org](http://arshtcenter.org).

### **Basic Function**

Reporting to the Senior Director of Marketing, the Director of Marketing will lead the efforts to meet the goals and objectives of their assigned portfolio of Jazz Roots, Family Fun Live and Arsht resident companies. This role is pivotal in developing and executing marketing strategies to grow the Center's jazz and family audiences.

The Director will be responsible for directing the marketing efforts of jazz and family entertainment, as part of a greater schedule that includes more than 400 performances and events. The Director will strive to raise public awareness of their assigned portfolio and to develop effective outreach and campaign strategies that connect with ticket buyers, donors and the general public.

The Director will be a hands-on and deeply involved sales and marketing professional. This is a highly collaborative environment that is results driven, with strategic thinking, goal-oriented action, follow-through and open communication.

Key factors contributing to the success of the Director will be the ability to collaborate with the Senior Director and Vice President of Marketing, and other directors in departments including programming and box office. Additionally, the Director should have exceptional project management skills and the ability to create and maintain timelines and deadlines.

### **Immediate Priorities**

The Director's immediate priorities are to:

- Position the organization for a successful season by forging collaborative internal relationships with the key stakeholders to their assigned portfolio.
- Review, enhance and carry out previously established marketing plans for Jazz Roots and Family Fun Live.
- Establish clear sales goals, standard marketing budgets and aggressive plans for increasing single ticket sales or subscriber bases for annual and future programs.
- Collaborate with Arsht resident companies through venue institutional assets; identify additional promotional opportunities for these groups.
- Thoroughly understand the Adrienne Arsht Center – its history, culture, programs, performances, constituents, governance structure and brand.
- Understand all aspects of assigned portfolio; take on responsibility for and affect successful marketing campaigns.

### **Responsibilities**

Counted among the responsibilities of the Director of Marketing will be to:

- Collaborate with programming to create marketing strategies that maximize attendance.
- Develop systematic marketing plans for assigned portfolio that address the needs of each prospective series, performance or event; specifically strategizing, creating, executing, updating and maintaining complete and detailed marketing plans and timelines.
- Develop and execute promotional campaigns for assigned portfolio.
- Achieve revenue and attendance goals. Directly responsible for all settlements for assigned portfolio.
- Establish strong relationships with media outlets and leverage buying power for best rates, promotions and trade opportunities.
- Represent the marketing department for assigned portfolio; work with members of the marketing department to be fully informed of all details for assigned series and shows/events.
- Secure media sponsorships for assigned portfolio.

- Write and supervise copy.
- Strategize and implement discount and flexible pricing strategies and complementary ticket initiatives.
- Report event status on a regular basis (ticket sales, ROI, etc.) for assigned portfolio.
- Know the customer for assigned portfolio through data analysis and surveys.
- Additional portfolio responsibilities in institutional, dance, theater, music, comedy or otherwise as assigned by the Senior Director.

### **Ideal Experience**

The Director of Marketing should have the following type of experience and qualifications:

- Five or more years of significant marketing or compatible experience with a sizable theater or performance related institution that includes actual ticket sales, promotions, advertising, subscription and education programs.
- Strategic and operational planning and implementation of marketing initiatives and best industry practices.
- A record of professional success in ticket sales through multiple disciplines of traditional non-profit marketing.
- A successful track record as an exceptional communicator, in writing as well as verbally.
- Demonstrated ability to work with complex budgets, data mining and analysis.
- Deep understanding of how to function effectively in a multi-ethnic work environment and community.
- Prior success demonstrated working in a fast-paced E-Environment with advanced proficiency in Microsoft Office products.
- Experience with Tessitura.

### **Personal Characteristics**

Director of Marketing should be:

- Action-oriented; a doer
- Affable, easy to get to know
- Determined and persistent
- Highly energetic
- Dedicated to accomplishing the organization's goals
- Passionate about the Arsht mission of making the arts accessible to all

### **Physical Demands**

- While performing the duties of this position, the employee is frequently required to stop, reach, stand, walk, lift, pull, push, grasp, communicate, and use repetitive motions.
- While performing the duties of this position, the employee may frequently lift and or move 20 pounds of materials.



- The position requires the individual to meet multiple demands from multiple people and interact with the public and other staff.

**Suggestions for candidates and expressions of interest should be addressed to:**

Email: [resumes@arshtcenter.org](mailto:resumes@arshtcenter.org) with Director of Marketing in the subject line.

Note: The above job description is intended to describe the general nature and level of work being performed by staff assigned to this job. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required of staff in this position. Duties, responsibilities, and skills are also subject to change based on the changing needs of the job, department, or organization. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the Adrienne Arsht Center as the requirements of the job change.

**The Adrienne Arsht Center is an equal opportunity employer committed to being an inclusive workplace and strongly believes in the importance of having a diverse group of individuals represented.**