



Job Title: Senior Director of Marketing and Communications
Reports to: President & General Director
Directly Manages: Marketing Director, Ticket Office Manager, Design Manager, Communications Specialist
Classification: Full-time, Exempt
Salary: Commensurate with experience, plus full benefit package (paid vacation and sick days; health, dental, and flexible spending; life and disability insurance; and 403(b) retirement plan)

POSITION SUMMARY

Minnesota Opera, an internationally-recognized opera company and a national leader in the commissioning of new works, is seeking an accomplished Senior Director of Marketing and Communications. As head of the marketing and communications department, and reporting directly to the President/General Director, the Senior Director oversees the successful development and implementation of all aspects of Minnesota Opera's marketing, branding, sales, research, and communications efforts, and is responsible for achieving sales goals and raising visibility and awareness of the Opera both locally and nationally to support all institutional goals.

SPECIFIC RESPONSIBILITIES

- Supervises a staff of seven full-time and three part-time employees, as well as a contracted webmaster and publicist to meet and exceed goals for the organization. Provides ongoing leadership, timely feedback, encouragement and opportunities for professional growth.
- Develops and directs the implementation of innovative marketing, communications and sales/service strategies to achieve revenue goals, build the Opera brand, and raise awareness both locally and nationally of Opera programs and achievements.
- Develops and controls departmental budgets.
- Develops ticket sales goals, Minnesota Opera gift shop goals and revenue projections in collaboration with senior leadership team and President/General Director.
- Monitors, reports and analyzes sales metrics to track marketing communications outcomes and strategically enhance future marketing communications plans.
- Leads the Opera's research efforts to better understand and respond to all of its constituents, including patrons and donors, utilizing both qualitative and quantitative forms of research.
- Ensures the Opera's CMS system, SRO, is being properly used and maintained to maximize benefit for the organization.
- Collaborates with the Development Department to support building a culture of philanthropy, including individual donor cultivation, grant and sponsorship efforts.
- Determines ticket pricing, discounting and scaling of the performance hall to maximize attendance and revenue.
- Develops, maintains and stewards the Opera brand, including the development and company-wide use of graphic standards and key organizational messages.

- Directs Ticket Office policies and ensures Opera patrons receive outstanding service
- Builds and maintains strategic partnerships with media outlets and community partners, negotiating rates and developing promotional and ticket-trade relationships to leverage buying power
- Directs the creation and approval of all public communications, sales and marketing messages, and all advertising and collateral – including print, electronic and online media.
- Identifies and develops innovative ways to build the Opera brand, develop new audiences, and deepen patron engagement and loyalty with Minnesota Opera.
- Directs and manages web design and usability.
- Acts as company spokesperson and represents the Opera in the community.
- Works with Minnesota Opera Board of Directors, Opera staff, volunteers, and serves on committees as directed by the President/General Director.
- Stays abreast of trends in the opera industry and in the local arts market, using information and networking to discover and implement best practices and new ideas.

QUALIFICATIONS

- Five or more years of experience in successfully leading the marketing and communications functions of a complex organization, preferably in the performing arts or a related field
- Five years of experience in customer or member acquisition and retention
- Demonstrated experience supervising and mentoring high-performing individuals and teams
- Proven ability to build strong brands and increase earned income
- Demonstrated experience with marketing communication disciplines and multi-channel campaign design and execution
- Bachelor's degree in marketing, communications or related degree, or equivalent education plus experience. Master's degree preferred
- Proficiency with Microsoft Office Suite, email marketing, and CMS systems required;
- Preference for candidates with experience in a subscription-based environment

APPLICATION INSTRUCTIONS

To be considered for this position, please send the following to Jen Thill, HR Manager, at jen@mnopera.org:

- A cover letter including your interest in the position, what you will bring to the position, and why you are the ideal candidate.
- A resume outlining your educational and professional experience.
- Three professional references

Deadline: Applications will be reviewed as they are received, but applicants are encouraged to apply by February 21, 2016 for priority consideration.

The Minnesota Opera is an AA/Equal Opportunity Employer