



Job Title: Senior Marketing and Communications Director
Reports to: General Director
Directly Manages: Marketing Director, Communications Manager, Program Manager
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

The Sr. Marketing & Communications Director reports to the General Director and oversees the successful development and implementation of all aspects of Minnesota Opera's marketing, branding, sales and communications efforts. The Sr. Marketing & Communications Director is responsible for achieving stated sales goals, cultivating a loyal and growing base of subscribers and introducing new audiences to Minnesota Opera through innovative marketing, strategic communications and excellent customer service.

SPECIFIC RESPONSIBILITIES

- Directs and oversees the successful implementation of the Opera's marketing, ticket sales, communications, audience development and merchandise sales plans.
- Develops and directs the implementation of innovative marketing, communications and sales/service strategies to achieve revenue goals and build the Opera brand.
- Develops and controls departmental budgets.
- Develops ticket sales goals, Minnesota Opera Shop goals and revenue projections in collaboration with senior leadership team and General Director.
- Monitors, reports and analyzes sales metrics to track marketing communications outcomes and strategically enhance future marketing communications plans.
- Directs and oversees the implementation of surveys and data collection to measure customer use and satisfaction
- 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

- Manages and develops the Marketing Communications departmental staff, including Ticket Office staff, providing ongoing leadership, timely feedback, encouragement and opportunities for professional growth.
- Contracts or oversees contracting of freelance designers, photographers, creative agencies, or other vendors on a paid and pro bono basis.
- 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. Utilizes freelance art director and web designer if needed, and directs and supervises in-house creation of web content.
- Acts as company spokesperson and represents the Opera in the community.
- Collaborates with Development to support individual donor cultivation, grant and sponsorship efforts and to ensure agreed-upon fulfillment.
- Works with Minnesota Opera Board of Directors, Opera staff, volunteers, and serves on committees as directed by the 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.

COMPETENCIES

- **Vision:** The ability to creatively visualize the Opera’s potential to grow and expand, engaging a broader swath of the community and at a deeper level of connectivity.
- **Experience:** A proven track record of growing and retaining a customer base through creating and implementing strategic, innovative sales, marketing and communications plans.
- **Organizational Skills:** Well organized and efficient. Ability to multitask on a multi-seasonal level a must. Able to work under deadlines while retaining the flexibility to manage unforeseen demands.
- **Articulate:** Exemplary verbal and writing skills; experienced media spokesperson and public speaker.
- **Analytical:** Ability to determine ROI, assess past performance to inform future strategy,
- **Detail Oriented:** Ability to work accurately and with great attention to detail.
- **Financially Savvy:** Fiscally responsible and transparent in budget creation and maintenance, with the analytical skills and aptitude necessary for accurately forecasting revenue.
- **Collaborative:** Engaging personality able to succeed as a supervisor, subordinate and colleague. Ability to collaborate interdepartmentally in achieving organizational goals. Maintains a positive, productive attitude working with patrons, artists, staff, volunteers, officers and members of the Board of Directors.
- **Passionate:** Passion for the performing arts (preferably opera) and energized by the personal, departmental and organizational achievement of goals.

QUALIFICATIONS

- Five or more years of experience in successfully leading the marketing and communications functions of an 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. Masters degree preferred
- Proficiency with Microsoft Office Suite, and email marketing required; database knowledge, InDesign and basic HTML preferred

To be considered for this position, please send the following:

- 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

Email: Jen Thill, HR/Accounting Manager at jen@mnopera.org

Application Deadline: June 15, 2015