

Detroit Opera

Yuval Sharon, Gary L. Wasserman Artistic Director
Christine Goerke, Associate Artistic Director

Director of Marketing and Communications Job Posting

Department: Marketing and Communications

Classification: Full-time, Exempt

Work Schedule: Monday-Friday, occasional weekends/evening performances as needed

How to Apply: Qualified applicants should submit their resume and cover letter via email to employment@detroitopera.org.

Position Summary:

The Director of Marketing and Communications (DoMC) is responsible for the successful development and implementation of Detroit Opera's (DO) marketing, branding, sales, research, and communications efforts. Simultaneously, the DoMC is responsible for developing a cohesive marketing strategy, curating the company's image, and raising visibility and awareness of DO both locally and nationally to support all institutional goals. The DoMC shares DO's commitment to Diversity, Equity & Inclusion, and collaborates with the President & CEO and the Artistic Director to establish a marketing strategy that supports the artistic vision and operating objectives of the Opera Company and its various business units.

Key Job Responsibilities:

- Lead initiatives in the development and implementation of innovative marketing, communications, and sales/service strategies to achieve revenue goals, build the DO brand, promote opera and dance offerings, and raise awareness both locally and nationally of DO programs and achievements.
- Develop annual communication strategies and plans for DO and oversee the implementation of all related aspects.
- Develop plans and lead messaging decisions for communicating DO and activities to the media.
- Develop plans and lead messaging decisions for website, social media, and e-communications programs.
- Develop season and single ticket sales goals and revenue projections in collaboration with other senior leaders, and the Senior Manager of Ticketing and Box Office Operations.
- Lead discussions relating to the determination of ticket pricing, discounting, and scaling of performance venues to maximize attendance and revenue.
- Lead DO's research efforts to better understand and respond to its patrons utilizing both qualitative and quantitative forms of research.
- Steward the DO brand, including consistently enforcing company-wide use of graphics standards and style guidelines as well as key organizational messages.

Required Qualifications:

- Bachelor's degree in marketing, communications or related degree, or equivalent education and experience.
- Seven or more years of experience successfully leading marketing and communications functions of a complex organization. Performing arts experience preferred.

- Five years of focused experience in customer or member acquisition and retention.
- Ability to understand diverse perspectives and acknowledge the significance of differences and complexities in backgrounds, cultures, values, and viewpoints as the foundation for an inclusive environment.
- Proven ability to build strong brands and increase earned income.
- Demonstrated communication skills, both written and verbal.
- Proficiency with email marketing, ticketing systems, and Microsoft Office Suite.

Desired Qualifications:

- Demonstrated experience with marketing communication disciplines and multi-channel campaign design and execution.
- Experience with Tessitura preferred.
- Preference for candidates with experience in a subscription-based environment.

Essential functions/physical demands:

- The person in this position attends occasional evening and weekend rehearsals and performances of DO and DOH, outside of normal office hours.
- The person in this position remains in a stationary position for periods of time.
- The person in this position occasionally moves throughout the building to access files.

Application Deadline:

Job openings are posted for a minimum of seven calendar days. This job may be removed from posting boards and filled anytime after the minimum posting period has ended. Applications will be reviewed as received throughout the posting period and continue until the position is filled.

Detroit Opera is committed to recruiting and retaining a diverse workforce and encourages all employees to fully incorporate their diverse backgrounds, skills, and life experiences into their work and towards the fulfillment of the DO mission.

About Detroit Opera:

Founded in 1971, Detroit Opera (DO) is the premier multi-disciplined producer and presenter for opera, musical theatre, and dance in the Great Lakes Region. Based in the city of Detroit, the organization engages artists of national and international stature for stellar main stage and outreach performances, and provides compelling cultural enrichment programs for the diverse audiences and communities that it serves, making it one of Detroit's pillars of arts and culture. DO is among a select few opera companies nationwide to own its theatre, the historic 2,700-seat Detroit Opera House, which is located in the heart of downtown Detroit.

DO is seen as the most innovative opera company in America. DO garnered great critical and popular acclaim during the pandemic for its socially-distanced, drive-thru production of *Twilight : Gods*, an adaptation of Wagner's *Götterdämmerung*. Brainchild of new Artistic Director Yuval Sharon, *Twilight : Gods* was performed across multiple levels in DO's own parking structure, and provided performance opportunities for local cast and orchestra members, in addition to international opera stars. Lauded for past projects such as his [reverse chronological staging](#) of Puccini's *La Bohème*, Sharon in July premiered a [high-tech reimagining](#) of a Wagner opera.

For more information, please visit <https://detroitopera.org>