

Detroit Opera

Director of Marketing

Job Posting

Work Schedule: Monday-Friday, 9:00am-5:30pm, plus some nights and weekends.

Salary Range: \$80,000 - \$85,000 Annually

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

Position Summary:

The Director of Marketing will be a creative and strategic member of the marketing team, charged with increasing Detroit Opera's (DO) subscription and single ticket revenues by creating and implementing paid marketing campaigns, social media and digital marketing, and other marketing and promotion initiatives. The candidate should be a mission- and data-driven marketing professional, results-oriented, and a team player.

Specific Responsibilities:

- Collaborate on and 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 plans and lead messaging decisions for the website, social media, and e-communications programs.
- In collaboration with the Chief Marketing Officer, set subscription and single ticket revenue goals and marketing strategies. Oversee all campaigns by deploying a mix of paid, direct, digital, social, and influencer marketing.
- Work directly with all media sales reps and manage media-buying from start to finish (schedules, contracts, deployment of assets, and results tracking).
- Steward the DO brand, including consistently enforcing company-wide use of graphics standards and style guidelines as well as key organizational messages.
- Create and deploy audience surveys and other feedback methods
- Track and monitor single ticket and subscription sales, adjust marketing plans as required, prepare and distribute sales reporting to senior staff and the marketing team

Required Qualifications:

- Bachelor's degree in marketing, communications, sales, or related degree, or equivalent education and experience.
- Minimum of five to seven years of experience successfully overseeing marketing and communications functions of a complex organization.
- Proven ability to build strong brands and increase earned income.
- Ability to manage multiple projects with competing deadlines simultaneously
- Demonstrated communication skills, both written and verbal.
- Demonstrated experience with marketing communication disciplines and multi-channel campaign design and execution.
- Proficiency with email marketing, social media platforms, ticketing systems, and Microsoft Office Suite.
- 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.

Desired Qualifications:

- Performing arts experience preferred.
- Experience with Tessitura preferred.
- Preference for candidates with experience in a subscription-based environment.
- Management experience in leading a creative team

Physical Demands/Work Environment:

- The person in this position occasionally moves materials weighing up to 30 pounds.
- The person in this position remains in a stationary position for periods of time.
- The person in this routinely occasionally moves throughout the building.

Application Deadline:

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

Additional Information:

This is a term-limited position for two years, with the possibility of extension based on funding and performance.

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 MOT mission.

About Detroit Opera:

Detroit Opera, one of the nation's most vibrant nonprofit arts organizations, aspires to influence the future of opera and dance with a goal of invigorating audiences through new and re-imagined productions, relevant to current times. It is creating an ambitious standard for American opera and dance that emphasizes community, accessibility, artistic risk-taking, and collaboration. Founded in 1971 as Michigan Opera Theatre by the late Dr. David DiChiera, Detroit Opera is led by President and CEO Patty Isacson Sabee; Yuval Sharon, Gary L. Wasserman Artistic Director; Music Director Roberto Kalb; Artistic Advisor for Dance Jon Teeuwissen; and Board Chairman Ethan Davidson. For more information, visit www.detroitopera.org. Follow the company on Facebook and Instagram (@DetroitOpera) and LinkedIn (Detroit Opera).