

Promotions Manager

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is seeking an experienced, dynamic Promotions Manager to drive awareness in support of the institution's performances, programming and infrastructure and participate as a key member of the marketing management team.

Background

As the focal point of performing arts activity in South Florida, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County serves as a showcase for the finest in established and developing performing arts programs. The Center is the foundation on which established resident organizations build their programs and extend their reach. The Center also serves as a laboratory, providing first class accessible facilities for smaller, emerging and developing organizations and for the Center's own innovative productions and events.

The Center provides our diverse audiences with opportunities to share South Florida's many cultures, offering insights and understanding. As an educational resource, the Center broadens the horizons of our children and enhances our quality of life by offering a full range of cultural and learning experiences.

The objectives of the Adrienne Arsht Center for the Performing Arts of Miami-Dade County are to:

- provide a broad range of performing arts experiences reflecting the diversity of our region, country and world;
- offer state-of-the-art accommodations for artists, cultural organizations and audiences;
- operate in an efficient and cost-effective manner and attract governmental and foundation funding;
- serve as an educational and cultural resource for children and under-served audiences; and
- Act as a catalyst for area revitalization and enhance regional economic opportunities and tourism.

In October 2006, The Adrienne Arsht Center for the Performing Arts opened with two major halls designed to produce and present the finest in classical and popular entertainment. The Center is a \$478 million community investment, managed and operated by the Performing Arts Center Trust, Inc., a not-for-profit corporation, in partnership with the Performing Arts Center Foundation. The Center includes the 2,200-seat Knight Concert Hall, the 2,400-seat Sanford and Dolores Ziff Ballet Opera House, a 200-seat flexible space Carnival Studio Theater, and the 57,000-square-foot central Plaza for the Arts outdoor performance space.

The Adrienne Arsht Center is proud to be home to three artistic resident partners:

- Florida Grand Opera: formed in 1994 by the merger of Greater Miami Opera and The Opera Guild Inc. of Fort Lauderdale FGO stands as one of the oldest performing arts organizations in Florida. It combines a rich history of presenting internationally-acclaimed artists, lesser know operas by great composers as well as commissions of works of living composers.
- Miami City Ballet: is among the largest ballet companies in the country. Since 1986, MCB has toured more than 100 U.S. cities, Europe, Great Britain, South America, Central America, and Israel. MCB currently performs in four counties in Florida with an active repertoire of 88 ballets
- New World Symphony: has prepared 680 graduates for leadership position in orchestras and ensembles around the world. Since its inaugural concert in 1988 NWS has performed around the globe.

The Adrienne Arsht Center's annual operating budget is about \$43 million; approximately \$23 million is generated by ticket sales, other earned income, and the reimbursement of facility related occupancy costs by Miami-Dade County. The immediate objective of the Promotions Manager is to enable the Adrienne Arsht Center to promote performances and drive sales in excess \$23 million dollars through a combination of events, radio and print and street promotions. Longer term, the objective is build a broad, vibrant and enthusiastic ticket buying base in a diverse and international community to support existing and new operations at the Center.

Basic Function

Reporting to the Director of Marketing, this position is responsible for a variety of tasks including, development of new partnerships, relationships, and new audiences while increasing Center awareness. The PM will strategize, create, coordinate and execute promotional plans for show and institutional efforts through events, fairs, festivals, conferences, partnerships and networking opportunities. A high degree of organization, project management, coordination, collaboration, and attention to detail is required to carry out the responsibilities of this position.

Immediate Priorities

The Promotions Manager's immediate priorities are to:

- In Collaboration the Directors of Marketing and programming team create and drive a vibrant show related promotion campaign; overseeing its implementation and success;
- In collaboration with the Directors of Marketing offer promotion solutions to signature series/program and performance based on needs.
- Position the Center with promotional opportunities.

Responsibilities:

Counted among the responsibilities of the Promotions Manager will be to:

- Create and execute a promotional plan including multiple ideas for grassroots efforts, media promotions, and press stunts for Arsht Center engagements;
- Manage production and distribution of promotional materials, including flyers, posters, point of purchase, display and presentation materials as well as promotional giveaways;
- Maintain and manage an in-house distribution plan for all marketing materials and brochures;
- Strategize and execute distribution plan of promotional materials (with the exception of direct mail) at fairs, festivals, restaurants, hotels, stores, libraries, Port of Miami, and other partner locations with an aim for monthly growth of distribution locations;
- Manage ancillary activities and events related to performance including related promotional activities at the Center's signature Family Fest event;
- Leverage events and promotions to collect attendee data, towards building the Arsht Center database; coordinate time-efficient data entry of collected information;
- Liaise with various Chambers of Commerce, attend selected events in representation of the Center; coordinate with the Director of Marketing for additional staff assistance; coordinate with the development and group sales departments for shared approach, shared resources, and synergy opportunities;
- Leverage, coordinate, and manage street team schedule and volunteers to assist in event execution;
- Spearhead selected initiatives into niche markets that require non-traditional, grassroots marketing;

- Coordinate with Marketing Director and/or media-buyer to supplement media agreements promotional initiatives, execute on-site media promotions, and ticket giveaways;
- Coordinate with the E-Commerce Marketing Specialist for online elements of promotions;
- Assist publications coordinator, when needed, with list trades, and requests for project proposals and bids;
- Manage promotional trades with partner venues like American Airlines Arena and other PACs;
- Coordinate with Marketing Director for approval of all budgets and expenses prior to expenditures; track all expenses related to all promotional activities, execute timely submittal of receipts and documentation for settlement;
- Analyze and report campaign data, promo code reports, and manage set up of promo codes using Tessitura.
- Conduct outreach and build new relationships with schools,
- Other duties as assigned by the Marketing Director.
- Purchase and distribution of Arsht Center promotional logo items;
- Coordinate fulfillment, delivery/pickup of institutional and show promotional comp ticket requests and maintains a running spreadsheet;
- Contribute to promo code construction, set up, and tracking;
- Perform other duties as directed.

Ideal Experience:

- Bachelor's degree or equivalent in promotions or related field.
- Three or more years of experience and demonstrated success in promotion of the performing arts or related field.
- Strong writing skills; strong communication skills.
- Excellent written and verbal skills.
- Superb interpersonal skills.
- Extremely organized, have great attention to detail and excellent follow-through skills.
- Ability to work in a fast-paced environment.
- Exemplary attention to detail and multi-task with minimal supervision.
- Knowledge of project management software, database and list management tools.
- Ability to work a non-traditional work schedule that may include nights, weekends and holidays.
- Fluency in Spanish.
- Promotions experience in the Miami market a plus.

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 25 pounds of materials;
- The position requires the individual to meet multiple demands from multiple people and interact with the public and other staff.

Personal Characteristics

The Promotions Manager should be:

- A big-picture thinker with a belief in and commitment to the mission of the Adrienne Arsht Center and the performing arts; who by example and with integrity sets and meets high standards of expectation and excellence introspectively and with others;
- Resolute yet diplomatic; firm yet respectful of other's concerns; flexible and creative in finding alternative solutions to challenges;
- Skilled at listening; charismatic at communication with the ability to build trusting relationships with individuals and groups in this diverse community;
- A coach and mentor dedicated to sharing success.

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

Promotions Manager Search
The Adrienne Arsht Center
1300 Biscayne Boulevard
Miami, FL 33132
Attention: Trish Brennan, Vice President, Human Resources

Fax: 786-468-2001

Email: resumes@arshtcenter.org, with Promotions Manager search in the title line.

The Adrienne Arsht Center is an Equal Opportunity Employer