Publications Director

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is seeking an experienced, skilled, and highly motivated Publications Director to support Vice President, Marketing

FLSA Status: Full-Time, Exempt

About the Adrienne Arsht Center for the Performing Arts of Miami-Dade County

Set in the heart of downtown Miami and designed by world-renowned architect Cesar Pelli, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County is one of the world’s leading performing arts organizations and venues. Spotlighting legends and serving as a launch pad for local artists to make their mark on the international stage, the Center presents nearly 500 events each year across its eight flexible, state-of-the-art performance spaces. The Center programs 12 signature series, including the largest jazz series in South Florida, the biggest flamenco festival on the East Coast, and a robust program of new theatrical works as well as free programming for the community and an arts education program that serves nearly 30,000 children each year. Since opening in 2006, the Arsht Center, a 501C3 non-profit organization, has emerged as a leader in presenting innovative programming that mirrors South Florida’s diversity as well as a catalyst for billions of dollars in new development in the downtown area. The Center includes the 2,200-seat Knight Concert Hall, the 2,400-seat Ziff Ballet Opera House, a 200-seat flexible space Carnival Studio Theater, and the 57,000-square-foot central Thomson 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.

- **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 98 ballets.

- **New World Symphony, America’s Orchestral Academy**: prepares graduates for leadership position in orchestras and ensembles around the world. Since its inaugural concert in 1988, NWS has performed around the globe.
Basic Function

The Publications Director, a senior member of the Marketing and Communications staff, reports to the Vice President, Marketing and works in close collaboration with the President and Senior Staff to create and develop institutional messaging. The ideal candidate is a strong writer and editor with publishing experience. Primary responsibilities include the direction of creative and communications initiatives designed to disseminate precise messages that clarify and advance the artistic, educational, outreach, financial, and fundraising mission and goals of The Arsht Center including all advertising and collateral—an estimated 200 pieces of collateral are created, designed or resized monthly. The Director supervises the in-house creative staff as well as external writing, graphic design, and production consultants and agencies. The Director ensures that Arsht Center messages are consistent and effective across all media – publicity, publications, advertising, speeches, Web site, and other communications channels. The Director is the senior editor, copywriter and manager of all Center publications and other materials and ensures that Center branding is developed and enhanced appropriately and effectively. This professional plays a key role in positioning The Center as a major international cultural resource and helps put the institution on the leading edge of global/multicultural performing arts marketing and communications.

Responsibilities

The following are examples of the various tasks that are included.

- Working closely with the President, Vice President, Marketing and the Center’s Senior Staff, creates, develops, and directs proactive institutional messaging and responses to queries.
- Ensures the accuracy, consistency and quality of all Center messaging across all media, including publications, publicity, advertising, speeches, interviews, Web site, and other communications.
- Directs and participates in the writing, editing, design, traffic and production of all Center advertising and collateral, including institutional and show ads, newsletters, program books (Playbill), annual and financial reports, catalogs, ticket sales and fund-raising brochures, video production, website, e-mails, and educational materials.
- Directs the development and enhancement of Arsht Center brand.
- Staff management includes development and annual reviews.
- Manages RFP process, budgets for design and production of all Center publications.
- Develops and supervises the maintenance of institutional documents such as brand policy guide, fact sheets, biographies, talking points, etc.
• Supervises the work of external agencies and vendors who provide graphic design, photography, and print production.
• Supervises the maintenance of publication archives.
• Creation, direction, and maintenance of Arsht Center Newsletter.

Ideal Experience

• BA degree in journalism, English, marketing, communications, advertising or related field
• Minimum 10 years public relations, marketing, publishing, or related communications experience.
• Extensive, in-depth knowledge of the performing arts and artists
• Excellent publication skills
• Excellent language skills, both spoken and written
• Excellent computer skills
• Strong understanding of marketing principles
• Basic knowledge of graphic design and printing
• Knowledge of spoken and written Spanish

Personal Characteristics
The Publications Director should be:
• A prolific writer and expert editor
• Senior level thinker/strategist
• Action-oriented; a doer
• Affable, easy to get to know
• Determined and persistent
• Highly energetic
• Dedicated to accomplishing the organization’s goals

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

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

Email: resumes@arshtcenter.org, with Publications Director search in the title line.

The Adrienne Arsht Center is an equal opportunity employer committed to being an inclusive workplace and strongly believes in the importance of having a diverse group of individuals represented both onstage and off.

Updated on June 14, 2019