

Marketing Director

The Opportunity

The Marketing Director will lead efforts to meet the goals and objectives of their assigned portfolio of classical music, contemporary music and corporate sponsorship. This role is pivotal in developing and executing marketing strategies to grow Arsht audiences.

The Director will be responsible for directing the marketing efforts of their assigned portfolio, as part of a greater schedule that includes more than 300 performances and events. Additionally, the Director will collaborate with the development team on corporate partnership initiatives. The Director will strive to raise public awareness of their assigned portfolio and to develop effective outreach and campaign strategies. The Director should have exceptional project management skills and the ability to create and maintain timelines and deadlines.

The Director will be a hands-on and deeply involved sales and marketing professional. This is a highly collaborative environment that is driven by results, with strategic thinking, goal-oriented action, follow-through and open communication.

Key factors contributing to the success of the Director will be the ability to collaborate with the Senior Director and Chief Programming & Marketing Officer and other departments including programming and box office.

The successful candidate will have a deep commitment to the Adrienne Arsht Center's mission and be an experienced marketing and sales leader. This is a full-time, in-office position.

Candidate Profile

The Marketing Director will possess the following attributes and competencies:

Responsibilities

- Develop systematic marketing plans for assigned portfolio that address the needs of each prospective series, performance or event.
- Develop and execute promotional campaigns.
- Achieve revenue and attendance goals.
- Direct all financial settlements.

- Establish strong relationships with media outlets and leverage buying power for best rates, promotions and trade opportunities.
- Secure media sponsorships.
- Oversee creation of compelling sales assets to include copy, graphics and video.
- Report event status on a regular basis (ticket sales, sales velocity, forecasting, ROI, etc.).
- Additional portfolio responsibilities in institutional, dance, theater or otherwise as assigned by the Senior Director.

Strategic Planning

- Create, execute and maintain complete and detailed marketing plans and timelines.
- Establish aggressive plans for increasing single ticket sales and subscriber bases for annual and future programs.
- Strategize and implement pricing strategies and complementary ticket initiatives.
- Operational planning and implementation of marketing initiatives and best industry practices.
- Know the customer through data analysis and surveys.
- Understand all aspects of assigned portfolio; take on responsibility for and affect successful marketing campaigns.

Team Leadership and Collaboration

- Position the organization for success by forging collaborative internal relationships with the key stakeholders to their assigned portfolio.
- Represent the marketing department for assigned portfolio; work with members of the marketing department to be fully informed of all details for assigned series and shows/events.
- Collaborate with programming department to create strategies that maximize attendance.
- Collaborate with development department to support corporate fundraising.
- Supervise direct support staff; provide leadership and mentorship to the administrative team.
- Thoroughly understand the Adrienne Arsht Center – its history, culture, programs, performances, constituents, governance structure and brand.



Qualifications

- 5+ years of significant marketing experience with a sizable theater or performance related institution that includes ticket sales, promotions, advertising, subscription and fundraising programs.
- A record of professional success in ticket sales through multiple disciplines of non-profit marketing.
- A successful track record as an exceptional communicator, in writing as well as verbally.
- Demonstrated ability to work with complex budgets, data mining and analysis.
- Deep understanding of how to function effectively in a multi-ethnic work environment and community.
- Demonstrated success working in a fast-paced, evolving environment.
- Advanced proficiency in Microsoft Office products.
- Experience with Tessitura.

Physical Requirements

- 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.

The anticipated salary range for this position is \$80,000–\$85,000, commensurate with experience and aligned with our commitment to equitable compensation practices.

We also offer comprehensive benefits packages, professional development opportunities, and a supportive workplace culture dedicated to the performing arts and community impact. At the Arsht, we prioritize the well-being and growth of our team members, ensuring they have the resources and support needed to excel in their roles and contribute meaningfully to our mission.

The Arsht embraces equity and diversity and is committed to a workplace that is enriched by the people, needs, and desires of our diverse community.

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

The Arsht proudly serves as the cultural pulse of Miami – the heart of magical live arts experiences that spark the imagination and connect people to one another. Whether on our



stages or in your neighborhood, the Arsht is alive year-round with international artists, innovative programming from resident companies and local arts partners, free community events that reflect Miami's unique identity and more than 100 culturally diverse and impactful learning experiences for 80,000 children every year.

Since opening in 2006 in the heart of downtown, the Arsht, a 501(c)(3) non-profit organization, has been recognized as a leader in the city's cultural transformation, a catalyst for billions of dollars in new development and a host venue for historic events. The 300+ annual Arsht events

include a robust series of touring Broadway musicals direct from New York, star-studded jazz and classical music concerts curated for South Florida, a major annual Flamenco Festival and an award-winning Miami-based theater program. In addition, Family Fest, Gospel Fest Miami, Art + Mind Day, Heritage Fest and our LGBTQ+ Pride celebration are among dozens of free events that bring people from all corners of our community together. For more information, visit ArshtCenter.org.

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

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

Note: The above job description is intended to describe the general nature and level of work being performed by staff assigned to this job. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required of staff in this position. Duties, responsibilities, and skills are also subject to change based on the changing needs of the job, department, or organization. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the Adrienne Arsht Center as the requirements of the job change.

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.