



Sarasota Opera
61 N. Pineapple Avenue
Sarasota, FL 34236
www.sarasotaopera.org

Position Director of Marketing

Reports to: Executive Director

Supervises: Communications Manager
Marketing Coordinator

Works Closely With: Director of Patron Services
Director of Development

Position Summary:

The Director of Marketing, a member of the senior management team, reports to the Executive Director and is accountable for the strategy, implementation, evaluation, and achievement of the \$3,000,000 earned revenue goals. The Director will work closely with the Patron Services Department in implementing earned income strategies and with the Development Department in marketing and communications for unearned revenue campaigns. In creating strategies for a post-COVID world, the Director will also be charged with developing creative ways to leverage digital and video technologies.

Requirements:

The successful candidate will highly organized with polished presentation and interpersonal skills. A Bachelor's degree in Marketing or a related field with five years of non-profit or performing arts marketing experience with revenue based marketing management and strategic planning experience required. Knowledge of music and/or opera and the ability to write persuasively is a must, previous experience in an arts organization is strongly preferred.

Specific Requirements:

- Develop the annual marketing plan, including subscription and single ticket campaigns
- With the Executive Director, develop yearly budgets and earned income goals
- Develop a systematic and targeted advertising strategy
- Execute ad placement and new media strategies
- Create an aggressive strategy for developing and leveraging digital and video assets
- Public and inter-arts relations with a strong community profile
- Create and manage media business partnerships and sponsorships
- Oversee group tour development and supervise group sales campaigns
- Oversee the creation of seasonal, youth opera, apprentice program, and development materials and programs
- Supervise advertisement production
- Supervise graphic design vendors
- Manage and evaluate vendor relationships and new vendor partnerships

- Supervise all promotional materials
- Manage brand identity
- Help create and implement marketing strategy to increase costume and set rental businesses
- Work with Director of Theater Operations to expand theater and facilities rental revenue
- Work closely with Development team in implementing development strategies
- Develop community relationships
- Attend performances, board meetings and special events throughout the season to deepen understanding of audience
- Work with other departments to understand the mission and message of Sarasota Opera
- Participate in community events on behalf of the Opera
- Maintain strong ties with local business and service organizations
- Other duties as assigned.

Required Skills

- 3 – 5 years of previous similar experience working in arts administration. Opera is preferred.
- High level of computer proficiency, especially in Microsoft Word, Excel, PowerPoint, Outlook, and Access.
- Knowledge and experience with Tessitura a strong plus.
- Minimally, a Bachelor's degree from an accredited college or university in marketing or a related field.
- Must be highly organized, self-motivated, and comfortable working in a dynamic environment.
- Excellent interpersonal and communication skills with emphasis on team building and increasing productivity.
- Knowledge of the print production process.
- Knowledge of HTML, InDesign, and web technologies.
- Ability to establish working relationships and interact effectively with a wide range of people internally and externally.
- Ability to work collaboratively with the Board, volunteers and high-level patrons.
- Knowledge of opera repertoire a plus.
- Ability to set priorities; coordinate multiple projects simultaneously.
- Demonstrated competencies in setting goals, developing strategies and schedules to meet those goals.
- Well-organized and detail oriented, able to effectively work independently and within a team framework.
- Ability to work evenings and weekends during performance seasons and at other times of the year.
- Ability to maintain confidentiality.

Sarasota Opera

Based in Florida's beautiful Gulf Coast, Sarasota Opera, in its 62nd season, produces outstanding opera true to the vision of the composer to entertain, enrich, and educate its communities, as well as patrons from across the state and around the world.

Since 1983, Sarasota Opera has been under the artistic leadership of Victor DeRenzi. Under Maestro DeRenzi, Sarasota Opera has garnered international attention with its Masterwork Revivals Series, which presents neglected works of artistic merit, as well as for its Verdi Cycle producing the complete works of

Giuseppe Verdi. Recognizing the importance of training, Maestro DeRenzi founded the Apprentice Artist and Studio Artist programs. Sarasota Opera also maintains a commitment to education through its performances for local schools and the unique Sarasota Youth Opera program. Richard Russell has been Executive Director since 2012, after serving as General Director of Opera New Jersey and Sarasota Opera's Director of Marketing. Under his leadership the company has increased contributed revenue, doubled the size of the endowment, constructed a 30-unit apartment complex for artist housing , and acquired the Malabar Ltd. costume collection to dramatically increase Sarasota Opera's costume rental business.

The company owns and performs in the 1,129 seat Sarasota Opera House. Opened in 1926 as the A.B. Edwards Theatre, the facility was originally a vaudeville and move theater. Purchased by the company in 1979, it was reopened in 1984 and renamed the Sarasota Opera House. The company completed a \$20 million dollar historic renovation and restoration in 2008. The project was designed to restore the historic 1926 theater to its original glory, while creating a venue for opera for the 21st century. Decorative details have been restored, seating has been replaced, and the orchestra pit almost doubled in size to accommodate operas that require larger orchestras. Backstage systems have been updated, and public areas and amenities expanded and enhanced.

Salary: Competitive benefits and salary.

To Apply: Send your resume, a cover letter explaining your interest, salary requirements, and the names and contact information of three references to soajobs@sarasotaopera.org with "Director of Marketing" in the subject line. No phone calls. All applications are welcome, but only those who are being considered will be contacted. Deadline for applications April 1, 2021.

Sarasota Opera is an Equal Opportunity Employer and does not discriminate based on race, color, national origin, religion, ancestry, sex, age, familial status, marital status, sexual orientation, gender identity and expression, disability, or genetic information.