

Director of Marketing

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

FLSA Status: Full-Time, Exempt

About Us

Set in the heart of downtown Miami, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County is committed to welcoming and connecting ALL people to the arts, to the Arsht Center and to each other. Our stages are alive year-round with artists from around the world, innovative programming from our resident companies and local arts partners, free community events that reflect Miami's unique identity and arts education experiences for thousands of Miami children each year.

Since opening in 2006, the Arsht Center, a 501C3 non-profit organization, has been recognized as a catalyst for billions of dollars in new development in the downtown area, a leader in programming that mirrors South Florida's diversity, a host venue for historic events and Miami's hub for arts education.

Each year, we serve more than 80,000 young learners and offer more than 100 culturally diverse and inclusive education programs — many enhanced by the Arsht Center's relationship with Miami-Dade County Public Schools, local teaching artists and Miami-based arts organizations.

The Arsht Center is also a home stage for three resident companies — Florida Grand Opera, Miami City Ballet and New World Symphony — and a launch pad for local artists to make their mark on the international stage. Our 300+ events each year include the Center's Signature Series of classical, jazz, Broadway, local theater and much more. We present a robust series of touring Broadway musicals direct from New York, the largest jazz series in South Florida, a major annual Flamenco Festival and an award-winning Miami-based theater program. In addition, our Family Fest, Free Gospel Sundays, CommuniTEA LGBTQ+ celebration and Heritage Fest are among dozens of free events that bring together people from all corners of our community.

For more information, visit arshtcenter.org.

Basic Function

Reporting to the Senior Director of Marketing, the Director of Marketing will lead the efforts to meet the goals and objectives of their assigned portfolio of Latin entertainment and education programs. This role is pivotal in developing and executing marketing strategies to grow the Center's multiethnic audience and building awareness and public support for the extensive education and community engagement offerings.

The Director will be responsible for directing the marketing efforts of Latin entertainment and education initiatives, as part of a greater schedule that includes more than 400 performances and events. The Director will strive to raise public awareness of their assigned portfolio and to develop effective outreach and campaign strategies that connect with ticket buyers, donors and the general public.

The Director will be a hands-on and deeply involved sales and marketing professional. This is a highly collaborative environment that is results driven, 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 Vice President of Marketing, and other directors in departments including programming, box office, education and development. Additionally, the Director should have exceptional project management skills and the ability to create and maintain timelines and deadlines.

Immediate Priorities

The Director's immediate priorities are to:

- Position the organization for a successful season by forging collaborative internal relationships with the key stakeholders to their assigned portfolio.
- Review, enhance and carry out previously established marketing plans for Latin entertainment and education programs.
- Establish clear sales goals, standard marketing budgets and aggressive plans for increasing single ticket sales or subscriber bases for annual and future programs.
- Thoroughly understand the Adrienne Arsht Center – its history, culture, programs, performances, constituents, governance structure and brand.
- Understand all aspects of assigned portfolio; take on responsibility for and affect successful marketing campaigns.

Responsibilities

Counted among the responsibilities of the Director of Marketing will be to:

- Collaborate with programming, education and development departments to create marketing strategies that maximize attendance and participation and garner public support.
- Develop systematic marketing plans for assigned portfolio that address the needs of each prospective series, performance or event; specifically strategizing, creating, executing, updating and maintaining complete and detailed marketing plans and timelines.
- Develop and execute promotional campaigns.
- Achieve revenue and attendance goals. Directly responsible for all settlements for assigned portfolio.

- Establish strong relationships with media outlets and leverage buying power for best rates, promotions and trade opportunities.
- 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.
- Secure media sponsorships for assigned portfolio.
- Write and supervise copy.
- Strategize and implement discount and flexible pricing strategies and complementary ticket initiatives.
- Report event status on a regular basis (ticket sales, ROI, etc.) for assigned portfolio.
- Know the customer for assigned portfolio through data analysis and surveys.
- Additional portfolio responsibilities in institutional, dance, theater, music, comedy, family or otherwise as assigned by the Senior Director.

Ideal Experience

The Director of Marketing should have the following type of experience and qualifications:

- Five or more years of significant marketing or compatible experience with a sizable theater or performance related institution that includes actual ticket sales, promotions, advertising, subscription and education programs.
- Strategic and operational planning and implementation of marketing initiatives and best industry practices.
- A record of professional success in ticket sales through multiple disciplines of traditional 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.
- Prior success demonstrated working in a fast-paced E-Environment with advanced proficiency in Microsoft Office products.
- Experience with Tessitura.
- The ability to conduct business in Spanish.

Personal Characteristics

Director of Marketing should be:

- Action-oriented; a doer
- Affable, easy to get to know
- Determined and persistent
- Highly energetic
- Dedicated to accomplishing the organization's goals
- Passionate about the Arsht Center's mission of making the arts accessible to all

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 Director of Marketing in the subject 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.