

Director of Marketing Job Description

Department: Cal Performances
Classification: MARKETING MGR 1
Title Code: 0471U Exempt
Percent Time: 100 % FTE
Supervisor's Title: Executive and Artistic Director
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

The Director of Marketing develops overall vision for and oversees execution of all Cal Performances marketing initiatives in support of the organization's annual earned ticket revenue and long term engagement, audience development, brand management goals, and mission-oriented activities, including revenue generating strategies; brand stewardship; external and internal marketing communications; budget development and management, and team leadership and motivation. Leads strategic management of both traditional and digital sales and communications channels. The incumbent is a member of senior staff and is a key participant in crafting Cal Performances' organizational identity, in addition to participating in long range planning, analysis, and evaluation of organizational goals and objectives.

Responsibilities

Duties include but are not limited to:

Analyzes market and sales trends to develop comprehensive earned ticket revenue and related income targets as well as provides overall strategic leadership in developing effective sales campaigns, including subscriptions (product packaging), pricing, and dynamic pricing revenue management. Works with the Artistic Programming team in planning annual season offerings and activities.

Develops and monitors individual event and season advertising and promotion budgets and annual departmental expense budgets for marketing and the ticket office, including establishing priorities for expenditures, evaluating cost-effectiveness of expenditures to ensure compliance with established budgets and new strategic opportunities, and authorizing expenditures incurred by marketing and ticketing personnel.

Analyzes, monitors, and delivers oral and written reports to Executive Committee and Board of Trustees leadership on the results of comprehensive sales and marketing initiatives. Alongside the Director of Communications, acts as Marketing and Communications liaison to the Board of Trustees and serves on relevant committees of the Board, including Executive and Finance committees.

Directs and develops external and internal communications strategies that support the organization's strategic goals, performance sales and promotions initiatives. Serves as brand leader alongside Director of Communications to ensure all marketing and communications efforts maintain brand

integrity and to coordinate branding initiatives to ensure brand consistency across organizational output.

In partnership with the Director of Communications, provides overall vision and leads strategic management of all Cal Performances sales and communications channels, including program book and institutional publications, ticket office, website, mobile, and social media channels.

Works with various Cal Performances internal departments as necessary to formulate comprehensive marketing plans to effectively develop support and awareness for Cal Performances initiatives across a wide range of external constituencies. Serves in advisory capacity on cross-departmental initiatives with implications for brand image to ensure consistency across audiences/stakeholder groups, as well as to ensure proper application of marketing best practices.

In partnership with Director of Communications, provides strategic, editorial, and design leadership and vision for content development, execution, and deployment across both owned and external marketing channels, including website, email, video, and traditional media.

Provides strategic, editorial, and design leadership and vision for content development, execution, and deployment for programmatic advertising, paid social, and direct mail.

Provides leadership, advice and service as necessary to related departmental areas, including executive, staff, and Board of Trustees. Leads specialized projects as assigned, such as cause-related or special event marketing.

Manage the Marketing staff and Associate Director of Ticketing, including recruitment, training, mentoring, and evaluation; directs marketing and ticket sales operations on behalf of the departments. Provides support, coaching, and performance-related feedback to all direct reports on a consistent basis.

Directs through subordinate staff, the creation of multiple marketing and branding campaigns in the areas of direct mail, digital marketing, advertising and promotions, paid social media, email communications, sales publications, and audience development in order to meet earned income revenue goals and support Cal Performances' overall strategic organizational objectives.

Manages Ticket Office management staff, overseeing key sales channels, including sales online, by phone, and in person.

In partnership with Director of Communications develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to effectively market goods and/or services; plans and conducts surveys as required. Develops and coordinates additional means to seek regular input from key constituencies regarding the quality of Cal Performances' programs and services.

Coordinates use of surveys and other marketing research and business intelligence instruments to collect appropriate information to design and develop effective marketing reports.

Skills, Knowledge & Abilities

Required Qualifications

- Bachelors degree in related area and/or equivalent experience/training
- Excellent knowledge of current and emerging industry requirements and best practices in areas of arts marketing.
- Advanced skill in strategic planning and project management, to effectively organize resources, establish priorities, and achieve desired results.
- Excellent skill in budget projections and management, including forecasting of income and expenses across a wide variety of variables.
- Advanced skills in creating proformas for earned income, establishing ticket prices, and dynamic pricing
- Strong skill in managing staff, including selection, training, evaluating and mentoring staff at all organizational levels; skill in taking corrective action with staff as required.
- Excellent interpersonal communication and political acumen skills, including advanced skills to effectively represent the campus with other internal and/or external constituencies.
- Strong market research, analytical, and problem recognition/avoidance/resolution skills.
- Strong skills to produce results and achieve predetermined goals within budget and time constraints, under pressure of deadlines in a stressful environment.
- Leadership/management skills, including skills to lead, direct, mentor, evaluate, and motivate staff.
- Strong communication skills to a variety of constituents regarding a wide range of events, services, policies, and procedures.
- Excellent organizational skills to work on multiple projects with competing deadlines and to establish goals and workload priorities, and complete projects within budget and time constraints.
- Demonstrated knowledge and experience with customer relationship management software (i.e. integrated ticketing software systems.)
- Demonstrated knowledge in working with analytical and software
- Strong knowledge of current best practices, trends and developments in marketing strategies, including emerging channels, changing and developing technologies, and best practices across the marketing industry and performing arts industry.
- Understanding of specific opportunities and challenges of working within a public university is preferred, though not required.

- Demonstrated experience in budgeting and/or budget management, including the formulation and implementation of event pricing strategies and forecasting of expenses and income projections

- Detailed understanding of best practices in media buying strategies for a performing arts organization.

- Demonstrated ability to formulate creative direction for a wide variety of marketing channels, including extensive experience working with graphic designers across a wide variety of project scopes and sizes; knowledge and experience in best practices in digital communications content creation, and creative direction in radio and video production.

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Preferred Qualifications

Demonstrated experience with Tessitura ticketing software highly desired

Employee's Signature

Date