

THE
SANTA FE
OPERA



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Director of Marketing - Job Description

Department: Marketing

Reports to: General Director

Employment Classification: Exempt, full-time, benefitted

Scope/Purpose

The Director of Marketing serves on the Leadership Team and reports to the General Director. They are responsible for maximizing ticket sales and attendance, developing new audiences, and for building and communicating the SFO's brand. They oversee the development of compelling and thought-provoking advertising campaigns and collateral materials aimed at driving revenue growth and audience engagement. Overseeing the Box Office, the Director leads an exemplary customer service program to guarantee the highest-level patron experience. They work closely with the public relations team, including all web and social media activities, to ensure integrated and inspired messaging and consistent delivery across all platforms. They engage equally those who attend performances frequently and those who have never experienced an operatic performance – including local residents, opera aficionados from across the country and the world, and first-time visitors to the region.

Exemplary Duties/Responsibilities

- Lead, plan, direct and implement strategies for all marketing activities aimed at maximizing ticket sales revenue while also maximizing attendance at performances.
- Develop marketing plans and strategies that advance the artistic vision and ensure a fully integrated approach across all communication platforms.
- Manage all day-to-day marketing, sales, research and evaluation activities of the Marketing Department, including Tessitura and RMA (Revenue Management Application); maximize subscription sales as well as individual and group sales; develop and implement all promotional strategies.
- Oversee the development of creative content for all collateral materials including the Santa Fe Opera Magazine, Season Ticket brochure, "Your Night at the Opera" ticket envelope insert, rack brochures, promotional postcards, email campaigns, etc.
- Oversee season Program Book development (all content and creative); serve as Editor-in-Chief, collaborating with all departments for timely submission of material; work closely with company leadership to select contributing writers for season program book articles and editorial content.
- Develop design concepts, write copy and find visual imagery including commissioning original illustrations for all print, digital and front-of house marketing materials such as funder banners, niche banners and plaza display boards.
- Write and adapt copy for all print advertisements; write copy, develop audio and video content (in collaboration with Director of Media and Public Relations) for online, radio and TV advertising.

- With the Director of Audience Services and members of the Marketing Department, develop pricing strategies and manage a dynamic pricing system to meet earned revenue goals; produce reports that give vital insights for strategy, forecasting, monitoring and evaluation, as well as dynamic pricing.
- Manage departmental budget and allocate resources based on strategic priorities for advertising and design agencies, printers, mail houses, data processing activities (including list exchanges), consultants and other services.
- Serve as lead team member for the continued development of the organizations website and driving the organization's e-commerce strategy to continue growing online tickets sales.
- Work in close cooperation with the Director of Media & Public Relations to develop new audiences and deepen engagement using digital and social media; collaborate in developing strategies and deploying content for maximum impact on ticket sales and attendance; expand mobile user engagement to build attendance for programs and performances.
- Collaborate with the Development Department to design and implement subscriber appreciation events for cultivation of future donors; assist with communications strategy and planning for future endowment campaign.
- Collaborate with the Community Engagement Department to promote education and public programs that engage new and diverse audiences through unique experiences; build audience development events and expand engagement with affinity groups.
- Support opportunities for cross-collaboration among other arts disciplines both locally and nationally; develop relationships with other arts organizations in order to leverage audience crossover.
- Provide staff leadership to the department in all respects, including hiring; engage, motivate, and evaluate work of support staff/interns.
- Represent the company at donor and community events and other external activities; perform public speaking duties if necessary; present at quarterly Board committee meetings; demonstrate leadership in accordance with the Santa Fe Opera's mission and vision.
- Participate as key stakeholder in forthcoming strategic planning process.

Education/Experience/Competencies

- The successful candidate will have a minimum of 7 to 10 years of experience, a thorough knowledge of opera, and exemplary verbal and written communication skills with exceptional attention to detail.
- Significant experience with maximizing ticket sales; a track record of conceiving and implementing successful, innovative marketing strategies; broad-based knowledge of the full range of marketing techniques including branding, advertising, direct marketing, market research and survey tools.
- Technological proficiency with Tessitura or similar CRM database; mastery of all digital media platforms and ability to exploit different technologies for maximum impact.
- Strong customer-service orientation with ability to train and inspire others to achieve highest levels of patron satisfaction.
- Must demonstrate strong organizational and administrative skills and the ability to prioritize tasks, meet multiple deadlines, and work independently.
- Creative vision and an ability to think outside the box are crucial.
- Energetic, positive, and flexible professional style; industrious, open, conscientious.
- Bachelor's degree required; advanced degree preferred.

This is a year-round, full-time position in Santa Fe, New Mexico, that requires flexibility of hours due to evening and weekend performances, rehearsals and events.