



Chief Marketing Officer Job Descriptions & Qualifications

Common themes:

- All organizations indicated preference for candidates with a master's degree (though many required only a bachelor's). Additionally, organizations typically expected **5-10 years of leadership experience** in addition to **8-10 years in marketing/communications**.
- All organizations highlighted the need for candidates to design and implement a **long-term marketing strategy**, including developing or building upon the brand identity. Many also included **sales-focused requirements**, such as building loyalty segments, creating revenue forecasts, or overseeing competitive pricing strategies, in collaboration with a larger team.
- Organizations emphasized **verbal communication and persuasion skills**, both internally and externally. Some used language around "capturing" the voice of a higher-up (such as a Dean or CEO), while others focused on ability to cultivate **a voice consistent with the brand identity** at large.
- Most organizations asked for expertise related to social media channels and email marketing, as well as press, emergency communications, executive communications, web strategy, and media and community relations. Some also asked for familiarity with distributing photo and video media, including licensing and trademarking.
- Some organizations specified that CMOs should be able to **establish metrics and employ data-driven decision making** related to advertising methods and audience engagement.
- Most organizations expressed preference for candidates with experience or a background in the arts.

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[American Ballet Theatre](#)

Chief Marketing Officer

The Chief Marketing Officer will report to the Company's Executive Director, Kara Medoff Barnett, with meaningful communication and collaboration with its Artistic Director, Kevin McKenzie. The CMO will oversee the areas of marketing, public and media relations, internal communications, and branding with the goal of evolving and enhancing ABT's reputation and establishing a clear and consistent institutional brand and voice for an iconic cultural institution at an inflection point in its history. The CMO role will include responsibility for diversifying and growing earned income and helping ABT increase and expand its audience. The CMO will lead a passionate and resourceful marketing team and press/communications team and will be responsible for defining a new departmental structure that optimizes the synergy between these functions as they will be formally joined for the first time. This team of highly collaborative professionals will help implement an institutional brand identity in marketing collateral, on the website, and in all communications to internal and external stakeholders, including managing social media strategy. In addition, the CMO will collaboratively build and strengthen cross-departmental partnerships.

The successful candidate will demonstrate strong storytelling skills and design aesthetics, facility with data analytics and data-driven decision-making, and a commitment to the principles of ABT's expanded and reimagined diversity, equity and inclusion initiative, ABT RISE (Representation and Inclusion Sustain Excellence) by actively participating in the institutional effort to make ABT a more inclusive environment.

While live performance opportunities remain limited due to the pandemic, the CMO will focus on brand strategy, digital content creation and distribution, and revenue generation through merchandising, licensing, and partnerships with corporate brands. As we emerge from the pandemic, this hands-on and results-driven leader will translate awareness and engagement into strengthened revenue streams including single ticket sales and subscriptions. In close collaboration with colleagues in Philanthropy/Development and Education, the CMO will support and promote fundraising success and national/international demand for training programs for teachers and students.

Key Responsibilities Include:

Brand Strategy and Global Marketing

- In close collaboration with the Executive Director and the Strategic Planning Committee of the Board of Trustees, develop a brand strategy that supports ABT's unique positioning as America's National Ballet Company®.
- Once developed, direct and manage all brand strategy initiatives including brand identity, brand guidelines, brand health metrics, and brand governance to ensure that all marketing and communications align with ABT's mission and vision.
- Create and execute marketing initiatives that raise ABT's visibility and advance the brand in New York City, nation-wide, and internationally, informed by a nuanced understanding of competitive positioning in the ballet world and in the larger arts and entertainment landscape.
- In close coordination with colleagues and Trustees, launch and steward partnership, sponsorship, and licensing relationships that align with ABT's mission and strategic priorities to develop new audiences and generate significant, recurring revenue streams.
- Support acquisition of new audiences and retention of loyal fans, encouraging audience engagement and promotion of the brand on a variety of platforms and channels.
- Create and implement a structure and process to ensure design and messaging quality and consistency. *Box Office Sales – Ticketing & Reporting*

- Develop income projections, oversee ticket inventory, and execute dynamic pricing strategies for ABT performances in New York and in any other venues where ABT might choose to self-present.
- Develop a ticket pricing strategy that enables ABT to reach earned revenue targets while expanding access and audience growth.
- Work closely with Development colleagues to improve the Patrons Services experience for ABT donors.
- Work closely with Marketing Directors at ABT's presenting partners to provide assets for their local marketing initiatives, and in building relationships with these presenting partners, access and analyze data about ABT's fans beyond NYC.

CRM & Analytics

- Significantly improve ABT's Customer Relationship Marketing, building ABT's understanding of its customers (donors/ticket buyers/ students and families) across all communications and transactions.
- Collaborate with the Development, Education and Finance departments to consolidate databases and launch a more cohesive strategy for Telemarketing/funding, Direct Mail, and digital communications.
- Improve marketing ROI utilizing business intelligence to improve segmentation, targeting, and messaging.
- Define KPIs for tracking and regular reporting to the Executive Director and the Board of Trustees.

Digital Content Strategy

- Develop a strategy for digital content distribution and monetization that will be complementary to and aligned with live performance activities.
- Promote a culture of innovation to embrace new content distribution, and marketing practices that can build and strengthen ABT's relationships with audiences, partners, and donors across the globe.
- Ensure that ABT's digital experience across web, mobile, SEM, and SM is consistent and brand elevating.
- Maintain ABT.org as a portal to compelling content, brand messaging, and e-commerce opportunity.
- Collaborate with ABT's artists on

content strategy and ongoing evolution of SM platforms.

Media and Communications

- Assure that unearned media messaging and strategy is aligned with paid media strategy and timing.
- Partner with Executive Director and Legal to lead sensitive communications with discretion and care.
- Keep the Board of Trustees, the Strategic Planning Committee, and all employee groups informed and regularly updated.
- Inspire a reinvigorated Marketing Task Force of volunteer experts and leaders to deploy expertise and networks to ABT's benefit.

Merchandise/ E-commerce Strategy

- Develop high quality product and forge brand elevating merchandise collaborations that appropriately amplify ABT's mission and vision while generating substantial/recurring revenue.
- Develop integrated press and marketing strategies to support new product launches and merchandise sales.

Successful candidates will exhibit:

- Team oriented, hands-on leadership style
- Demonstrated ability to develop strong cross functional relationships in a highly matrixed organization
- Readiness to continually build, adapt and adjust to a fast moving and changing environment
- Deep appreciation for the complexities of a brand with a rich legacy and a commitment to progress
- Excellent written and verbal communication skills and comfort with internal and external stakeholder management
- Proven track record for inspiring, developing, and retaining top-caliber marketers and creative talent
- A penchant for analytics; strives to continually improve the visibility and accuracy of data
- Well-organized and deadline-oriented, with exceptional attention to detail and follow through
- Passion for building an inclusive environment where all employees can thrive
- Enthusiasm for the importance of the performing arts in our country and our world
- Tenacity and tact, with resilience, optimism, empathy, resourcefulness, and a healthy sense of humor

Qualifications

- A minimum of 10 years' experience in marketing and Bachelor's degree required, advanced degree/MBA preferred
- Experience with all aspects of Marketing & Communications, including brand management, advertising, institutional marketing, creative services, PR, and ticketing
- A track record of growing net revenue and helping companies upgrade processes and implement new technologies and systems to support growth
- Experience with negotiating and structuring complex partnership deals that synthesize/package and sell tangible, compelling opportunities to potential partners, even in the face of ambiguity
- The proven ability to build and manage strategy for online and offline acquisition and retention, brand communication, advertising, paid and earned media, out-of-home advertising, direct mail marketing, SM, event marketing, guerilla marketing,

and influencer engagement

- Proven success in CRM and database marketing with recent experience building and managing CRM and loyalty programs

Please send a cover letter and résumé to jobs@abt.org.

American Ballet Theatre offers medical, dental, disability, and retirement plan coverage. Our staff also enjoys generous vacation, sick leave and personal days, access to ABT performances and events, and a stimulating and collegial work environment.

American Ballet Theatre is an equal opportunity employer and is committed to providing a workplace free from harassment and discrimination. We recruit, hire, and promote qualified people of all backgrounds, and make all employment decisions without regard to any protected status.

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[Ballet West](#)

Chief Marketing Officer

The Chief Marketing Officer (CMO) is a highly critical position at Ballet West, responsible for more than 40% of Ballet West's earned revenue. The position reports directly to the Executive Director and works closely with the Artistic Director to ensure consistency with branding BW.

The CMO will:

Strategic/Long-term

- Develop a vision for BW's marketing and sales efforts that communicates the character, ideals, and mission of the organization to a wide range of patrons, donors, employees, and other stakeholders
- Provide consistent and clear leadership to the marketing, sales, and communications team
- Inspire the team with passion, respect and an openness to new ideas and approaches
- Continue professional development by participating in field and industry activities (conferences, professional groups, seminars, courses, etc.) to ensure that new ideas and methods are introduced to BW on an ongoing basis
- Establish and maintain company-wide standards for written and graphic communications in printed, verbal or electronic forms
- Create and implement audience development marketing plans, including research on target audiences, market trends, and performing arts/non-profit trends using focus groups, surveys, and industry data, and
- Build and cultivate collaborative relationships with industry leaders, board members, media, government and city officials, key business partners, promotional partners, performing arts organizations, and community leaders

Season Planning and Execution

- Oversee creation of season timeline and calendars in consultation with team managers and other department heads
- Oversee the development and execution of comprehensive advertising, promotion publicity plans, and single ticket campaigns for all BW programming

- Oversee the development of all collateral marketing in support of all BW productions and public events
- Establish ticket sales goals by production and ticket type during budgeting process and forecast sales on a regular basis in coordination with team managers
- Develop departmental expense budgets, and
- Provide summary reports to the Executive Director, senior managers, Board of Directors

Ongoing Activities

- Oversee company website, including content, design, maintenance, e-commerce, and promotion
- Oversee management and coordination of outside consultants
- Oversee social media campaigns, including Facebook, Twitter, company blog, and email communication
- Oversee customer/patron complaints and expedite customer service issues in coordination with Patron Services Manager

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Chief Marketing Officer will have:

- Demonstrated excellence in verbal and written communication skills
- Familiarity with ballet repertoire and the entertainment industry
- Solid business computer skills, including intermediate Microsoft Word and Excel skills
- Working knowledge of Tessitura and database management
- Minimum ten years of experience in marketing, sales, and/or public relations field, preferably in a senior leadership position
- Demonstrated ability to lead, manage and guide a team of diverse marketing and sales professionals
- Bachelor's degree in communications, marketing, public relations, journalism or a related field from an accredited college or university
- Excellent analytical skills to create, read and analyze multiple sources of data to determine action
- Passion for data and the importance of data-driven decisions and a thorough understanding of performance marketing
- Agency experience and knowledge of Adobe InDesign and Photoshop a plus.

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Pennsylvania Ballet

Director of Marketing

Reporting to the Chief Advancement Officer, the Director of Marketing will lead a department responsible for reaching a goal of 40% ticket revenue of Pennsylvania Ballet's \$15m annual budget. The Director will manage, recruit, and build an effective department of top-notch digital marketing and promotions, public relations and communications, and web designer marketing, audience engagement and patron services staff scaled to the needs of the Ballet. This staff is assisted by an array of contractors and vendors, with contract negotiation and compliance managed by the department. Budgeting and spending must be responsible, and it is critical that all strategies are sustainable, offer a positive return on financial investment and are consistent with the organization's overall arts agenda and business objectives. The Marketing group's prime goal is to maximize each source of earned revenue, while enabling the Ballet to cultivate the love of dance among new audience cohorts.

Success advancing Pennsylvania Ballet's brand and market position will be measured by a strong triple-bottom-line emphasis that:

- Honors Pennsylvania Ballet's artistic vision, excellence and innovation as defined by the Artistic

Director;

- Drives public and audience engagement as defined by attendance of different audience cohorts that are targeted in an overarching Marketing Plan, and
- Achieves financial targets defined by earned income goals (net of marketing expense).

In addition to the Executive Director, the Director of Marketing works closely with the Artistic Director, the Chair of the Board of Trustees, the coChair of the Marketing Committee, and the Directors of: Finance, Development, the Pennsylvania Ballet School of Ballet, Community Engagement, the media, and others.

The Director of Marketing will be expected to:

- Rapidly acclimate to the organization; thoroughly know the history, culture, traditions and current and prospective audiences for Pennsylvania Ballet; understand the complexities of venues (particularly the Kimmel Center for the Performing Arts); know all marketing, outreach, box office, electronic ticketing, and conventional and e-marketing activities of the department;
- Provide staff leadership to the Marketing Department in all respects, including hiring, day-to-day management and motivation of marketing staff and contractors, ensuring professional development and excellence; engage all members of the Pennsylvania Ballet family in the effort to maximize earned income, educating them on various marketing and sales challenges and techniques;
- Manage all day-to-day marketing, sales, research and evaluation activities of the Marketing Department, including but not limited to: administration of the ticket department, the Tessitura system, and relationships with current and prospective ticketing outlets to maximize subscription sales as well as individual, group, corporate and young professional ticket sales; placement of print, media and digital advertising and social media outreach efforts; management of direct mail and other sales campaigns, including telemarketing, call center support, and new subscriber activities;
- Implement programs that leverage data to increase earned revenue through increased attendance, new ticket sales and improve customer loyalty interactions with patrons and prospective patrons, with an eye to moving single-ticket buyers into subscription and group-sales relationships; improve the Ballet's market position and visibility as a ticketed or sponsored experience in Pennsylvania's business and tourism sectors, and within the region's highly competitive arts and entertainment market; support the Development Department efforts to convert ticketing relationships into donor relationships;
- With the Board's Marketing Co-Chair, stay informed on: new ticket distribution channels; the internet and digital and social media as tools for serving and informing customers and selling tickets; trends across the performing arts and entertainment field; and technology that might be adopted by Pennsylvania Ballet to advance its objective of maximizing earned income;
- Develop the budget for the marketing department and upon approval, ensure adherence to its financial guidelines; ensure contract compliance for vendors and contractors;
- With the Board's Marketing Co-Chair, continually update the Marketing Plan with strategies that advance the Artistic Director's artistic vision and the Ballet's brand while driving attendance and ticket sales; with Pennsylvania Ballet's Finance Director, update pricing strategies that, along with attendance volumes, enable Pennsylvania Ballet to meet earned income goals; with the Chief Development Officer, develop approaches that will unfold throughout each year to optimize total earned and contributed revenue from individuals, organizations, businesses and foundations (including by sharing data among departments, developing joint approaches to leaders in Philadelphia's business and tourism industries, and through day to day coordination of various kinds of major solicitations and ticket sales initiatives).

IDEAL EXPERIENCE AND QUALIFICATIONS

The ideal candidate will have the following:

- Significant experience with maximizing ticket sales is a prerequisite for success in this position, as is solid experience managing a marketing department with a substantial revenue budget; demonstrated hands-on experience managing direct sales organizations that distribute tickets directly and through third parties, via the web or through alliance partners, would be beneficial;
- Sophisticated marketing and branding experience, with a track record of conceiving and implementing successful, innovative marketing strategies, plans and programs for other arts organizations, or other ticket-selling/audience development organizations with a reputation for quality and excellence (e.g. for sporting events, popular concerts, public performances, amusement facilities, etc.);
- Proven ability to manage and work with a diverse group of personalities, particularly in shaping a

positive experience for ticket holders and other constituents to involve them more closely in the work of the organization;

- Demonstrated ability to gain the respect and support of board members, artists, education and public program professionals, development and finance staff, partner organizations, the media and other stakeholders; the ability to listen, understand the concerns of artists, and cultivate positive relationships with the Artistic Director, choreographers and artists is essential;
- Excellent written and verbal communication and persuasion skills, with ability to present effectively internally and externally from Board level to peers and subordinates as well as patrons, donors and community business and government leaders;
- Bachelor's degree with a major in business, marketing & sales, the performing arts or related disciplines; advanced degree is preferred; familiarity with technology and how different technologies can be used to improve awareness and brand loyalty, drive ticket sales, improve the customer service experience, track performance indicators and provide for a lean and effective department infrastructure.
- Well-organized and deadline-oriented, with exceptional attention to detail and follow through; able to work both in planned environments, and in situations where rapid response and instant decision-making is required;
- Emotionally mature and self-possessed; patient and tactful, with a sense of humor.

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Grand Rapids Symphony

Vice President of Marketing

Reporting to the President & Chief Executive Officer, the Vice President of Marketing leads the team responsible for strengthening and building awareness of the Grand Rapids Symphony brand, maximizing earned revenue, optimizing expenses and providing an exceptional customer experience. The VP of Marketing oversees a team of at least six who are responsible for all aspects of marketing and patron services, including institutional, performance, and subscription campaigns. The ideal candidate will have a strong grasp of all aspects of integrated marketing and communications, with a particular emphasis on digital and relationship marketing. The Grand Rapids Symphony primarily performs at DeVos Performance Hall, and the VP of Marketing ensures an optimal collaboration with venue staff for all audience-related matters to ensure an exceptional concert-going experience.

Responsibilities:

- Work with the Executive Team to establish brand goals, create revenue forecasts, and spearhead campaigns to increase ticketing and other earned revenue
- Employ all aspects of integrated marketing and communications strategy to expand the Grand Rapids Symphony audience, including best practices across paid, owned, and earned media
- Lead, develop, motivate, and retain high-performing staff
- Consistently refine marketing approaches based on available analytics and behavioral/sales data, augmenting with audience research when possible; Grand Rapids Symphony currently utilizes Ticketmaster for in-person performances and Vimeo for virtual performances, and exports buyer data for analysis and CRM/list management purposes
- Collaborate with the VP of Development to ensure that Marketing efforts are providing a strong pipeline for potential donors, and that overall brand strategy is supporting the goals of all departments
- Create a superior end-to-end experience for patrons, including first-time engagement with the Symphony, pre-concerts, concert, post-concert and retention
- Engage with all Symphony constituencies and the community to ensure an inclusive experience for patrons

- Work with Executive Team to drive further innovation of the Symphony's mission and delivery platforms
- Achieve annual budget goals for earned revenue and marketing expense
- Drive further optimization of earned revenue to marketing expense ratio
- Collaborate with General Manager and artistic team as needed to drive specific sales and promotion strategies program by program

Requirements:

- A minimum of 5 years of leadership experience, and at least 10 years of marketing and communications experience
- Strong written and verbal communication skills; strong interpersonal and collaborative abilities
- Experience in planning integrated marketing and engagement strategies, media campaigns, and successful public relations efforts
- Strong business acumen including strategic, analytical, and innovative problem-solving skills
- Comfort with planning campaigns to reach a diverse array of audience segments, and a commitment to EDI initiatives at both an administrative and audience development level
- Passion for the mission of the Grand Rapids Symphony
- Experience working in an organization within the cultural sector is preferred
- Experience with live event ticket sales strongly preferred

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[San Francisco Conservatory](#)

VP of Marketing, Communications & Admissions

The San Francisco Conservatory of Music is looking for our next Vice President for Marketing, Communications and Admissions, who will create and oversee the implementation of a strategic marketing and communications plan to promote SFCM's unique brand to a wider audience and expand SFCM's outreach to prospective students to attract and enroll approximately 485 students each academic year. The incumbent will work with SFCM leadership on external communication opportunities and define and execute appropriate strategies to address them; lead a highly collaborative team of professionals that serve as a hub for coordinating a powerful, inspiring, and consistent brand, supporting the overall vision of the organization; and possess a passion for music and education, and the skills and experience to effectively communicate the unique qualities of SFCM to current and potential students, parents, alumni, audiences, donors and the general public.

Principal Duties and Responsibilities

- Lead Marketing, Communications and Admissions efforts to brand the unique qualities of the Conservatory to attract new students to the school, donors in support of the mission, and general audiences to its concerts
- Supervise Director of Admissions in pursuit of enrollment goals
- Develop strategies for communications and engagement for students and audiences and sets a plan of execution by the Marketing and Communications Team
- Oversee the Conservatory's branding and messaging standards in all materials to all audiences, including print collateral and digital design across platforms
- Develop admissions strategies to attract and enroll highly qualified candidates to meet the enrollment needs of each major area for a total of 485 students per academic year
- Work collaboratively with the Office of the Dean and the admissions staff to develop special recruiting events, both domestically and internationally, to attract exceptional candidates for

admission.

- Collaborate with Pre-College and Continuing Education Division to promote these programs
- Develop the strategy for communications and correspondence to inquiries and applicants to convert the prospect to applicant and the applicant to student
- Support the President, Dean, and other SFCM leadership in preparation for media opportunities and presentations
- Collaborate closely with Advancement Department to support fundraising, stewardship campaigns and donor related activities
- Collaborate closely with Academic Administration to amplify current faculty, new appointments, and alumni news
- Lead integrated marketing programs and campaigns from strategy to execution, including print and digital advertising, direct mail, web site, email, social media, and paid media
- Lead marketing/communications staff and encourages their professional development
- Cultivate relationships with SFCM decision-makers, influencers, allied organizations, and emerging partners to achieve common goals
- Create and manage the departmental budget as well as forecasting future-year budgets
- Perform other duties as required

Job Requirements

- A minimum of 10 years marketing and communications experience with design and management of integrated, strategy-driven marketing campaigns
- A minimum of 5 years of experience leading marketing and communications for an educational or performing arts organization
- Experience working in an admissions office with clearly defined revenue goals and/or previously demonstrated success in sales/revenue management
- Bachelor's degree required, background in music and/or background in higher education preferred
- Experience with media relations and external affairs; public relations experience (national and local; international a plus)
- Has clear understanding of leadership challenges for classical performing arts organizations in the 21st century, with ideas for addressing those challenges
- Demonstrable management experience: ability to motivate and lead others; flexibility and ability to adjust to changing priorities
- Forward-thinking, creative, analytical, results-driven
- Proactive, with excellent communication and problem-solving skills
- Enthusiastic and committed attitude; flexible problem solver, and willing to promote change within the organization
- Passionate about the future of classical music and the professional development of musicians
- High level of organizational ability; ability to inspire teams to set priorities and meet deadlines

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[Columbia University in the City of New York](#)

Chief Marketing and Communications Officer

Reporting to the Dean, the Chief Marketing and Communications Officer sets strategy and directs execution for marketing, public relations, and communications goals for all programs and departments of Columbia Business School. The Chief Marketing and Communications Officer oversees the areas of

Marketing, Communications and Public Relations, and is responsible for all internal and external communications for the School, including digital technology and social media as appropriate.

The candidate has responsibility for the School's branding strategy and has oversight on implementing that brand identity throughout the School including on the website, print media, marketing collateral, and all communications to internal and external stakeholders. The Chief Marketing and Communications Officer will manage a team of officers of administration.

Responsibilities

- The Chief Marketing and Communications Officer will plan and direct a coordinated communications, public relations and marketing strategy in support of Columbia Business School priorities: bridging academic theory and real-world practice; providing a world-class education that supports a lifetime career of business leadership and entrepreneurial thinking; and supporting the School's community of students, faculty, staff and alumni.
- Working with the dean and School senior staff, the Chief Marketing and Communications Officer will drive efforts to continue to distinguish and enhance the brand of the institution through all communications to the public, and manage media, print and web communications; direct information through media organizations and constituencies of the School.
- The Chief Marketing and Communications Officer will work closely with the Vice Dean of Research to create a strategy for faculty research promotion to ensure that both internal and external stakeholders are aware of faculty impact beyond what is taught in the classroom. This strategy must include the website, media outreach, School-sponsored conferences and events, marketing materials, internal magazines and postings, and social media.
- The Chief Marketing and Communications Officer will maintain the social media presence for the dean on LinkedIn, Instagram, Twitter, and on the School's website.
- The Chief Marketing and Communications Officer will be responsible for the implementation of the School's new website, ensuring that stakeholder needs are addressed and deadlines are met.
- The Chief Marketing and Communications Officer will have direct responsibility for marketing and communications for the MBA, Executive MBA and Executive Education programs and will oversee communications for other School centers, programs and departments. Measure the performance of all activities and campaigns, assess them against goals, and adjust tactics when necessary to achieve goals. Provide ongoing reporting, develop actionable insights, test and learn new approaches. Conduct thorough analyses on marketing ROI and successfully develop cost effective solutions.
- The Chief Marketing and Communications Officer will develop strategy to increase visibility and frequency of positive media interaction of faculty, the dean and alumni of the School. Promote the School's reputation and influence among peer business schools, prospective students and their families, alumni, and the media
- The Chief Marketing and Communications Officer will work with the Vice Dean for External Relations and Development and the Executive Director of Alumni and Corporate Relations to provide guidance on and support for communications to alumni and corporate partners.
- The Chief Marketing and Communications Officer will manage the dean's communications internally and externally. S/he must capture the dean's voice in communications internally and externally for events including commencements, orientations, welcome and update emails to faculty, staff, students, alumni, and Board members.
- The Chief Marketing and Communications Officer will work with the Executive Director of Public Relations and oversee tactical aspects of the School's PR program, including third-party rankings, collaborations with business media, outreach metrics and branded merchandise.
- The Chief Marketing and Communications Officer will advise the dean's Senior Staff in matters of internal and crisis communications with students, faculty and staff and be the liaison with the University on a coordinated message
- S/he will evaluate and prioritize the print and publication program of the School as well as hold an advisory role with the CBS Publishing imprint.

Minimum Qualifications

Bachelor's degree required. Advanced degree strongly preferred. Minimum of 8–10 years' experience in progressively responsible roles in marketing and/or communications required, including at least four years in marketing.

Must have demonstrated excellent written, oral, interpersonal communication, organizational and follow-through skills. Writing and editing experience necessary, as well as managerial experience in supervising projects and/or directing the activities of communications and marketing staffs. Must have the ability to lead and work in a high volume, high demand, and highly collaborative, supportive, team oriented office. Must be organized, creative, enterprising, persuasive, and tactful. Must demonstrate flexibility and the ability to perform well under stress. Must possess understanding of the job at the strategic as well as tactical levels. Must be able to work well with people at all levels of the organization. Some evening and weekend hours required.

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North Carolina Theatre

Director of Marketing & Communications

The Director of Marketing and Communications will have short-term goals that activate brand identity, audiences and community while there is no live mainstage programming and resources are tight. The Director will be resourceful, hard-working, resilient and creative. Establishing and uplifting a strong identity as a professional producing regional theatre company that celebrates diversity and education is of paramount importance to NCT at this time as we envision and implement a post-Covid future. Long-term, the position will retain and grow audiences; drive all earned revenue streams including tickets and education-based tuition; and will elevate the overall brand of NCT.

Reporting to the President & CEO, and with artistic oversight by the Producing Artistic Director, this position leads a team in the achievement of strong institutional brand identity and patron-based revenue and other goals. This position oversees, manages, and upholds the following: a clear and consistent institutional brand; increases in sales measured in revenue, patron diversity, and patron pipeline management; successful communications through paid and earned media and digital content; and positive pipeline management of stakeholders through excellent patron service. Specific responsibilities include devising and maintaining institutional brand strategies and solutions that are unified across all departments; leading strategy and execution on advertising and sales efforts; leading earned media, communications and PR; overseeing digital and print design and execution; spearheading subscriber engagement; championing data-based customer activation; tenaciously executing on pricing and ticketing strategies; steadfastly executing on tactics that deepen audience diversity; and driving a customer service culture oriented to the creation of an energized NCT community.

The preferred candidate will have ten years of increasingly responsible and successful experience in arts/culture/entertainment marketing, communications, and sales with a proven track record in audience retention, growth and diversity, and at least five years of managing and motivating staff. Preference will be given to candidates with a theatre background, and strong patron loyalty, ticketing, advertising, and audience development experience. Working knowledge of Ticketmaster a plus.

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Brooklyn Academy of Music

VP of Marketing & Communications

Reporting to President Katy Clark, and in close collaboration with a team of curators including BAMs new Artistic Director David Binder and VP of Education and Community Engagement Coco Killingsworth, the Vice President will lead a division charged with helping BAM increase and expand its audiences; evolve and enhance its reputation and brand; and diversify and grow earned income. The successful candidate will be able to articulate a clear and compelling vision for BAM and empower and mobilize their team to help achieve it, while also working collaboratively across divisions at a time of significant institutional change. The Vice President will lead and should be well-versed in all aspects of Marketing & Communications, including brand management, customer experience, advertising, institutional marketing, creative services, public relations, ticketing, and digital media. BAM is an equal opportunity employer and as such, we prioritize creating an accessible and inclusive home for our artists, audiences, and especially our colleagues working at BAM.

Key Objectives

- Create revenue forecasts, meet targeted goals, and spearhead new measures to increase ticketing and other earned revenue, including rentals, retail, F&B, and other new initiatives
- Meet attendance goals by creating and implementing strategy that resources and advocates for expanding and sustaining diverse audiences that better reflect the makeup of Brooklyn and NYC.
- Lead, develop, motivate, and retain high-performing staff.
- Constantly refine marketing approaches based on data analytics and use the data to make decisions. Pursue and implement efficiencies in all areas of marketing through new approaches, market research, benchmarks/metrics, and evaluation to measure performance.
- Develop an inclusive and nimble internal, external and digital communication and messaging strategy that equitably engages all our constituents - staff, board, donors, artists, audiences and community members - and that adequately represents all of BAMs programs and brands.

Requirements

- A minimum of 10 years leadership experience, including senior management experience.
- At least 8 years experience with marketing/communications.
- Understands the importance of Diversity, Equity and Inclusion (DEI) and Anti-Racist practices; and has experience with related concepts, programs, and initiatives
- Strong written and verbal communication skills; strong interpersonal skills.
- Experience in planning marketing strategies, media campaigns, and successful public relations efforts
- Experience working in a venue that sells tickets and/or a sophisticated understanding of dynamic pricing strategies to optimize and balance revenue, customer loyalty, accessibility, and growth
- Strong business acumen including strategic, analytical, and problem-solving skills.
- Experience working in an organization within the cultural sector is preferred

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Center of Creative Arts

Director of Marketing & Sales

The Director has primary responsibility for developing and implementing an effective, integrated comprehensive marketing, communications, and sales strategy aligned with COCA's mission, goals, and ambitions for the future. The Director will be a driving force behind initiatives to grow brand awareness in our core markets and increase new customer participation beyond current trends as well as advance

COCA's reputation as a forward-thinking innovative leader in arts education. Collaborating closely with senior leadership and reporting to the Executive Director, the Director of Marketing and Sales will lead an energetic and efficient team, overseeing web strategies, editorial, public affairs, print and online communications, media relations, interactive marketing and social media, emergency communications, community relations and registration. Understanding these multiple functions and messaging platforms, providing team management and prioritizing organizational-wide marketing efforts to meet institutional goals will be critical. Of paramount importance will be identifying marketing and promotional opportunities to position COCA for greater community visibility.

Key duties and responsibilities include, but are not limited to:

Leadership and Strategy

Serve as a senior leader and employ a deep commitment to and understanding of COCA in order to guide strategy and effectively direct targeted marketing and outreach efforts to a wide range of COCA patrons and stakeholders (including students, faculty and staff, local and regional community members, donors, corporate partners, and national entities) to increase the visibility and stature of COCA. Work collaboratively with programming, administrative, operations, and development staff teams to devise appropriate communications and strategies to support new business development, patron participation, internal communications, institutional messaging, and revenue generation. Create marketing/public relations strategy that will allow COCA leadership to cultivate and enhance meaningful relationships with targeted, external audiences, including the media and key influencers.

Marketing and Sales

Design and implement comprehensive marketing and sales strategy and initiatives to promote performances, exhibitions, classes/camps, and engagement events to retain and grow audiences and meet set revenue goals. Build loyalty segments, taking into consideration COCA's image, branding, message, mission, goals and priorities.

Plan, manage, and oversee competitive analysis and pricing strategies for diverse programs and audiences. Work with program and finance teams to shape earned revenue goals as part of the organizational budgeting process.

Communications

Understand challenges, opportunities, and emerging issues faced by the organization. Work with leadership team and staff to design and execute internal and external communications approaches to support them. Liaise with colleagues to coordinate strategies and implement initiatives related to branding, messaging, and fundraising. Develop ties and seek partnerships that will increase participation in programs and marketing efforts, and serve as a representative of COCA as requested and required. Actively engage, cultivate and manage press/public relations to ensure coverage surrounding COCA programs, social events, public announcements, and other projects. Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other support materials for the leadership team, as needed.

Management

Directly supervise Assistant Director of Marketing, and indirectly supervise those reporting to the Assistant Director: Communication Manager, Digital Marketing Coordinator, Marketing Coordinator, and Registration Department. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct performance appraisals. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality. Manage day to day activity, relationships and contracts with PR, marketing/branding firms, consultants, and freelance designers/vendors in collaboration with the Assistant Director of Marketing. Develop strategic plans and guide marketing efforts to meet earned revenue goals; regularly review and analyze: departmental expenditures, progress toward revenue goals, audience segmentation and development tactics, and overall market reach and program participation. Establish metrics and employ data-driven decision making related to advertising methods, communication strategies, outreach event participation, and other promotional efforts to increase ticket sales and participation in COCA programming.

Qualifications

- Bachelor's or master's degree in marketing or related field;
- 10+ years of professional work experience in marketing, communication, and sales;
- Demonstrated knowledge of brand development and current marketing and communication trends, including new media channels;
- Track record of developing and leading successful marketing and communication campaigns that achieve specific measurable results;
- Demonstrated ability to effectively manage, mentor, and motivate a team;
- Excellent writing, editing, and communication skills;
- Demonstrated commitment to diversity, equity and inclusion;
- Ability to work constructively with a variety of constituents, and a personable, diplomatic work style;
- Strong work ethic, critical and creative thinking ability, and problem solving skills;
- Ability to meet deadlines in a fast-paced environment;
- Passion for arts, arts education, and community-based work.

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[Central Michigan University](#)

Vice President of University Communications & Chief Marketing Officer

The Vice President for University Communications and Chief Marketing Officer reports directly to the president and is responsible for developing and enhancing the university's reputation and maintaining excellent outreach and communications with external and internal constituents. This includes oversight and management of the campus' full service communications and marketing team; encompassing integrated marketing, public and media relations, branding design, licensing and trademarks, video, photography, executive and internal communications, and social media strategy. The vice president is also responsible for significantly increasing visibility and enhancing understanding and support of the university's mission, vision and academic programs both internally and externally. Bachelor's degree, preferably in marketing, public relations or communication. Increasingly responsible experience in marketing, branding and/or communication. Demonstrated success in marketing, public relations, planning and implementing major external and internal communication plans for large organizations with complex issues. Demonstrated success and expertise in social media. Successful experience as a spokesperson to the media and ability to represent the university to the media. Demonstrated ability to successfully lead, motivate and manage professional staff. Demonstrated commitment to diversity and inclusion. Proven record of collaborative leadership skills and ability to build positive relationships. Ability to work collaboratively as a member of the executive leadership team. Team player who is highly motivated, a self-starter, and a dedicated professional. Effective verbal and written communication skills. Effective organizational skills. Demonstrated positive interpersonal skills. Demonstrated ability to work on multiple tasks on deadline while directing a team of communications and marketing professionals toward clearly defined outcomes.

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Florentine Opera Company

Director of Marketing

We seek a dynamic and goal-oriented storyteller to design, measure and manage programmatic marketing, design, ticketing and revenue strategy, as well as overseeing the box office. Additional responsibilities include managing events.

The Director of Marketing will successfully:

- Craft and execute strategic plans to achieve audience retention and engagement goals, meet sales targets, and expand customer base; set metrics related to those goals, and report on progress to the GD/CEO and board of directors.
- Supervise box office manager; maintain database with the box office manager and development team.
- Coordinate and shape PR efforts
- Manage and measure social media (Facebook, LinkedIn, Instagram) and website
- Select, direct (briefs and metrics), and contract marketing subcontractors
- Document, plan and track all campaigns and projects.
- Generate effective group sales packages.
- Oversee contractor and community relationships.
- Support relationships with board members, and lead marketing committee.
- Work closely with Development staff to recognize donors.
- Build cultivation/stewardship events, coordinating with the other teams as well as the event chairs. For the annual fundraising events, this includes vendor and committee management.
- Represent the Florentine Opera as an ambassador at various performances and events.
- Other duties as assigned.

Skills Desired:

- Project and contractor management experience, official or not.
- 3+ years of event-based sales and marketing experience - arts background preferred
- Computer literate, comfortable with databases, spreadsheets, word processing, Squarespace, Facebook and Instagram admin. Experience working with Archtics desirable.
- Ability to work effectively with a wide range of organizational stakeholders, including staff, volunteers, board members and community leaders.
- Outstanding interpersonal, oral and written communication skills, with focus on ability to write effective sales copy.
- Demonstrated creativity and strategic thinking, with the ability to take initiative and the willingness to learn.
- Excellent organizational skills; able to prioritize workload in a timely manner when faced with many deadlines and competing requirements.
- Strong work ethic, professional manner and appearance
- Ability to work evenings and weekends as needed
- Bachelor's degree preferred

Requirements:

The ideal candidate will possess strong organizational, analytical, and communication skills, and will have a knack for storytelling and creating extraordinary experiences. We are specifically looking for someone self-driven who's interested in audience development in a quickly evolving organization.

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Hubbard Street Dance Chicago

Director of Marketing and Communications

Hubbard Street Dance Chicago, America's premier contemporary dance company, seeks a dynamic, strategic, and results-oriented leader for the role of Director of Marketing and Communications. This position is responsible for developing and executing strategies to build brand engagement and drive earned revenue at a transformative moment in the organization's history. This position offers a bold and creative marketing professional the opportunity to lead a renowned organization through an exciting period:

- Reimagining how the company markets itself as we embark on an entirely new structure to our performance season
- Rebuilding the marketing and communications team to align with our new strategic vision and to maximize new opportunities
- Refining Hubbard Street's image by working with top consultants and agencies on a major branding initiative.

Description of Responsibilities:

- Direct the Hubbard Street Dance Chicago brand.
- Create and implement a comprehensive plan for growth in earned revenue.
- Create and execute multi-channel marketing strategies to increase awareness, engagement, subscriptions, and sales for Hubbard Street programs
- Oversee the development, dissemination, and maintenance of public-facing materials and content, in all forms of media.
- Create comprehensive plans to advance the profile of Hubbard Street, including media relations and strategic partnerships.
- Lead the organization in establishing and fulfilling high standards in customer service and audience experience.
- Manage significant vendor relationships for the organization, including public relations firms, marketing agencies, etc.
- Manage the creation and maximize the utilization of the organization's media assets, including moving and still images.
- Contribute reports, projections, and insights to the strategic planning process, the Board of Directors, the Finance Committee, and the Executive Committee.
- Manage budgets, resources, and staff.
- Other duties as deemed appropriate.

Qualifications:

Five years or more of progressive experience in communications and/or marketing, including management experience.

- Experience working with a board of directors.
- Excellent verbal and written communication skills.
- Hubbard Street gives preference to candidates who have demonstrable experience advocating for equity, diversity and inclusion.

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Missouri State University

Vice President of Marketing & Communications

The Vice President for Marketing and Communications has responsibility for overall communications, research-based messaging, marketing and branding activity for the University. The Vice President serves as the University's chief marketing and communications officer and is a key member of the University's leadership team. The Vice President represents and promotes the University, increasing its visibility and supporting the institution's mission, vision and goals. The Vice President leads the development and implementation of the University's brand vision, strategy and public relations campaigns to attract the best students, motivate alumni and donors and recruit high quality faculty and staff. The Vice President oversees the areas of University Communications, Editorial and Design Services, Visual Media, Web Strategy and Development and Athletics Communications. In addition to leading the University's central team of marketing and communications professionals, the Vice President provides strategic direction and coordinates marketing and communications produced by other academic and administrative units.

MINIMUM ACCEPTABLE QUALIFICATIONS

Education: A bachelor's degree with a major in marketing, communications, public relations, journalism, business administration or a related field is required. A master's degree and/or a professional certification in marketing or public relations is preferred.

Experience: At least five years of experience in marketing and/or communications in one or more of the following settings: education, not-for-profit, government, business and/or industry, is required. A record of success in progressively responsible positions is required. At least three years of management experience is required, as is experience on one or more of these areas: marketing, public relations, media relations, news and information, video production, photography, publications or athletics communications.

Skills: Demonstrated leadership skills are required. Management experience in staff development, budgeting, research, and customer service is required. Exceptional skills in communications, marketing, and interpersonal relations are required. The ability to develop and implement strategic communications and research-based marketing plans is required. Expertise in making presentations and negotiating with the media is required. A commitment to working with multi-cultural populations and an awareness of issues affecting women and minorities is required. The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds is required.

Other: The scope of the job frequently requires attendance at evening and/or weekend activities, meetings, and seminars. Frequent travel is required.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Provides leadership and vision for the University's strategic and integrated marketing and communications functions.
2. Leads and directs the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with all University departments.
3. Develops and executes a comprehensive, long-term and proactive University-wide communications, marketing and branding strategy consistent with the strategic goals, plans, and aspirations of the University.
4. Creates a collegial, team-building work environment, motivating staff and cultivating productive, collaborative relationships with all constituent groups.
5. Utilizes a research-based approach to identify key messages and audiences, works consistently to tell the University's stories by weaving them together to create a consistent, unified message in support of the Missouri State University brand, and articulates the University's image and brand in the delivery of the University's message to all constituents.
6. Serves as the University's brand manager, with the responsibility of positioning the University in the market, determining target audiences and maintaining the desired reputation.
7. Plans and oversees the design and production of all marketing, public relations and advertising products.
8. Ensures effective and efficient operation of the major units in University Relations (University

Communications, Editorial and Design Services, Web Strategy and Development, Visual Media and Athletics Communications) by coordinating unit plans, goals and objectives, designing systems of effective controls to guide work toward expected outcomes, and evaluating progress towards their accomplishment.

9. Develops, executes, and oversees programs necessary to communicate the University's mission and performance to the public.

10. Communicates the University's position and policies on a variety of issues to specific media and to various University constituencies which includes serving as the University spokesperson with the media as appropriate.

11. Ensures a fiscally sound operation of Marketing and University Relations by exercising management practices and implementing income-generating activities which result in operations within allocated budgets.

12. Ensures continuity within the units of Marketing and University Relations by developing media relations policies, writing stories and scripts, initiating special publications, writing articles for publications, and performing other related hands-on functions.

13. Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

14. Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as required by the President.

16. Contributes to the overall success of the University by performing all other duties as assigned.

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[Mural Arts Philadelphia](#)

Director of Communications & Brand Management

Mural Arts Philadelphia seeks a Director of Communications and Brand Management. This individual serves as the strategic brain of Mural Arts Philadelphia's Communications team and is responsible for guiding the evolution and impact of the Mural Arts brand. As a senior member of the Mural Arts staff, the Director guides the strategy and implementation for all communications, to consistently articulate and represent the organization's core values. The Director ensures that Mural Arts stands out in a crowded arts and culture field as a creative, dynamic, and mission-driven public art organization that engages and builds community among local, national, and international audiences.

The Director leads a staff of marketing and communications professionals (currently four full-timers, plus seasonal interns), charged with ensuring that all communication—both internal and external—fit the framework of the organization's strategic plan and brand guidelines. The Director works in close collaboration with Mural Arts' staff, board, advisory council, and other stakeholders to manage the consistency and effectiveness of all brand and message development, ranging from major institutional and project-based marketing campaigns to everyday tactics, including public relations, print and direct mail, public programs and events, social media, email marketing, website, and other digital platforms. The Director also develops and upholds clear and consistent internal procedures, in service of advancing the goals of the organization. The Director of Communications reports to the Chief Advancement Officer of Mural Arts Philadelphia.

Responsibilities

Manage the effectiveness, reputation, and strategic vision of the Mural Arts brand. Co-create, implement, and evaluate the Mural Arts communications plan on an annual basis in keeping with the priorities outlined in the strategic plan. Ensure that all of Mural Arts communications tactics and marketing materials are compelling, timely, and consistent, and in accordance with the organization's mission and

core values, as well as established protocols and style guide. Lead and guide collaboration with outside partners on communications efforts that build and support greater visibility, engagement and value for the Mural Arts brand and its unique programs. Support the Development department's efforts in the field of fundraising and partner with Development staff on the creation of key materials such as the annual appeal, spring appeal, and annual report. Develop and maintain internal systems and procedures that support the communications strategy and the broader Mural Arts staff. Develop and provide training for Board and staff to communicate in ways that aid in program effectiveness and organizational coherence/ Develop and manage the annual budget for the Communications Department, the budget for Mural Arts Month, and liaise with Mural Arts program staff on communications, marketing, and PR costs for project budgets. Oversee the promotion, implementation, and messaging for all public programs and events across the organization. Manage the work of all branding, and PR consultants and vendors to ensure that all are working in service of the brand. Works with project managers and department heads to align programs and messaging with MAP's overall communications strategy. Work directly with the Executive Director and other senior leadership on speech-writing, talking points, and consistent delivery of strategic and brand-focused messaging.

Technical Requirements

A BA or BS in related field or equivalent experience and knowledge. Minimum of six to ten years of experience in the communications, marketing, and/or public relations fields, ideally with a focus in arts and culture. Excellent communication skills (oral, written, and listening) and ability to work in a fast-paced environment are required. Experience with budget management, budget reporting, and income and expense procedures is required. Management experience and ability to establish and maintain effective working relationships with staff, board, and external partners is required. Proficiency with MS Office is required. Strong sense of design, knowledge of new and emerging marketing platforms, and familiarity with print production is preferred. Must be able to attend evening and weekend events when required, and be available for consultation outside of office hours.

Mural Arts seeks candidates who value and demonstrate the following core competencies: committed problem solving, deep thinking & fearless creation, inquisitive learning, thoughtful communication, mindful collaboration, personal accountability, and a commitment to actively prioritizing diversity, equity, and inclusion in the workplace.

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[Pennsylvania Academy of the Arts](#)

Chief Marketing Officer

Reporting to the President and CEO, this position serves as a member of the senior management team and will be responsible for planning, development, and implementation of all of the organization's marketing strategies, marketing communications, and public relations activities.

The Chief Marketing Officer will • in collaboration with other members of senior management and the Marketing Committee of the Board of Trustees, establish a 21st century brand strategy and marketing plan, including digital media, traditional marketing techniques, and public relations and communications to achieve institutional objectives in PAFA's strategic plan; • develop and execute comprehensive short-term and long-term marketing plans and programs to support the growth in PAFA's enrollment, contributed revenues, capital campaign contributions, museum and event attendance, and earned revenue goals; • research and analyze current and prospective audiences and devise marketing strategies to deepen existing relationships and develop new ones; • enhance PAFA's brand identity and recognition regionally, nationally, and internationally; • establish and maintain relationships with key business, community, strategic, and cultural partners; • serve as liaison with outside organizations to develop marketing and promotional opportunities and actively attend events in the community; • plan and oversee advertising

and promotional activities including digital, print, outdoor, and direct mail; • oversee development and production of marketing, promotional, and collateral materials; • measure results of marketing and promotional programs, and make data-driven decisions about how to invest PAFA's marketing resources for maximum impact; • supervise a team of five professionals; • determine agencies and suppliers of record, negotiate contract terms, and conditions for service; • prepare departmental activity reports and present to senior management and Board of Trustees; • serve as the Senior Staff liaison to the Marketing Committee of the Board of Trustees; • develop and manage the marketing departmental budget and participates collaboratively in the development of the institutional budget; and • contribute positively and productively to the executive management team.

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Pilchuck Glass School

Director of Marketing

The Director of Marketing will serve as an integral part of the organization, working cross-departmentally to help support the brand, marketing, and communications functions for Pilchuck Glass School. This includes implementing campaigns in support of student and donor brand, marketing and communications programs, partnerships, gallery promotion and special events, overseeing the daily communications, graphic design, social media, public relations and marketing activities for Pilchuck.

This position will manage the Pilchuck Glass School design, as well as website and other relevant contractors and vendors. Periodic presence on our Stanwood campus during Summer and Fall sessions is required. The Director of Marketing works closely with all Directors, and with Pilchuck's external partners and coalitions. Salary range is \$70,000 - \$80,000 (DOE) with standard benefits package, retirement eligibility after six months, vacation, sick leave, and public transportation subsidy. Relocation expenses negotiable.

Position Responsibilities

- Collaborates with the Executive Director, Marketing Committee, and outside strategic advisors, to plan and execute marketing and communications programs to create awareness and achieve annual funding and program attendance goals.
- Demonstrates passion for Pilchuck's mission through communication, vision, teamwork, and commitment.
- Develops high-level project plans and timelines including maintaining the School's Marketing Calendar.
- Collaborates and coordinates across the organization to ensure communications are cohesive, meets Pilchuck's standards and conveys a consistent story to both internal and external stakeholders.
- Develops creative briefs and ensures alignment of marketing strategies and efforts to all affected stakeholders.
- Using analytics, evaluates campaign effectiveness and enhances future programs.
- Maintains the Pilchuck website by managing content and enhancing features to allow optimal user experience.
- Drives strategy behind virtual programming, retail promotion.
- Manages production of all print and electronic collateral for branding, program, and development.
- Ensures all marketing efforts are consistent with established brand guidelines.
- Writes engaging messages, storylines, and content for a variety of communications, media, and channels, including online content, email, social media, web, and collateral to grow awareness and drive growth for Pilchuck.
- Manages oversight of digital asset management program (DAM), including future maintenance of DAM program.
- Executes day-to-day tasks of the integrated marketing and communication plans in support of Pilchuck's

goals.

- Manages relationships with outside vendors and consultants in support of the marketing and communications strategy.
- Drives Pilchuck's social media engagement through the development of social media strategies and management of the social media channels.
- Develops and implements the annual marketing budget and manages expenses within the budget.
- Provide appropriate assistance on the annual auction, as directed by the Director of Development.
- Other duties as assigned.

Qualifications

- A self-starter who can work well both independently and as part of a team.
- Detailed and organized individual who thrives in a fast-paced environment.
- Excellent interpersonal skills and the ability to work collaboratively with diverse groups of individuals.
- Strong written and verbal communication skills, proactive customer service, attention to detail and accuracy, and meticulous organizational and time management skills.
- Discretion in managing confidential information.

Minimum Qualifications

- Bachelor's degree in marketing, communications, arts management, or related field required.
- Minimum of 4 to 6 years' experience in marketing and/or communications, preferably in a non-profit setting.
- Knowledge of digital communications and design, and experience creative both print and digital collateral.
- Extensive experience using MS Office Suite and Adobe Creative Suite (including video and audio editing modules) required.
- Experience with content management, marketing automation, and email marketing systems required.
- Knowledge of and experience using social media channels for the benefit of an organization.
- High proficiency in Microsoft Office Suite including Word, Excel, PowerPoint, and Outlook
- Able to work weekends or extra hours to support events or meet deadlines.

Preferred Skills

- Experience working in donor software such as Blackbaud's Raisers Edge is a plus.

Physical Requirements

- Must be able to lift and carry up to 25 lbs.
- The ability to walk, ascend and descend stairs and ramps in the office and on campus.

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Seattle Art Museum

Chief Marketing Officer

Direct, manage, and develop creative marketing and public relations strategies, campaigns, and initiatives to expand the Museum's audience and maximize revenue. The Chief Marketing Officer will execute tactical plans to promote the values and mission of the Museum and to position the Museum as an arts leader, a vibrant destination, and a cultural hub for metropolitan Seattle. Management and support

responsibility for Admissions and Communications departments.

ESSENTIAL FUNCTIONS:

- Work closely with the Museum Director and management staff in the development and implementation of short- and long-term strategic communications and marketing goals for the Museum.
- Develop the Museum's annual strategic marketing plan and implement all tactical communications and marketing initiatives.
- Develop, implement, and manage marketing metrics to optimize media mix and track long-term goals; report results on a regular basis.
- Identify new business and marketing opportunities both inside and outside the Museum that align with and support the Museum's strategic plan.
- Identify key demographics and strategize ways to reach core audience with market placement; research and evaluate Museum's online and offline audiences and refine marketing model; identify trends and forecast attendance.
- In collaboration with Education and Public Engagement Division and Director of Diversity, Equity, and Inclusion, support promotion of inclusive programs and events to strengthen community participation.
- Oversee creative produced by design and digital media teams, including multi-channel campaigns, advertising, exhibition promotion, social media content, web experiences, video, photography, environmental and exhibition graphics, and digital signage.
- Oversee development and execution of tactical media plans including but not limited to digital, print, television, radio, outdoor, and street campaigns.
- Working with Associate Director of Public Relations, plan and conduct media relations and, as needed, crisis communications.
- Oversee digital media strategy and outreach via digital tools and emerging technologies, including but not limited to, web experiences, blog, social media, and email marketing.
- Foster external partnerships to drive traffic and support the Museum's community-based efforts.
- Collaborate and consult with all Museum departments and external support organizations, to strengthen marketing and communication strategy and execution for their distinct audiences.
- Collaborate with Development staff to develop in-kind promotional sponsorship opportunities for Museum exhibitions, programs, and activities.
- Collaborate with Technology department on implementation of digital media team projects related to communications strategies and goals.
- Prepare and manage annual Communications and Admissions budgets.
- Build a customer-focused team to provide a positive end-to-end visitor experience, from first point of contact, through the visit and beyond.
- Supervise Communications and Admissions staff and oversee their activities.
- Perform other related duties as assigned.

QUALIFICATIONS, KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Bachelor's degree in marketing, communications, business administration, or related field, or equivalent skills and experience.
- Minimum seven years progressively responsible marketing and managerial experience, with a proven track record of success in a highly dynamic environment.
- Knowledge of website development, search engine optimization, pay-per-click advertising, social media, and email campaign management.

- Knowledge, skill, and ability to execute general/consumer marketing strategies, campaigns, and branding and to conduct consumer research. Experience with personalized marketing or CRM/lifestyle marketing highly desirable.
- Knowledge of budgeting and project management practices; ability to plan, organize, and accomplish multiple projects concurrently in a timely manner and according to budget.
- Provide leadership and build strong interpersonal relationships.
- Successfully initiate contact with current and prospective partners through various channels of communication including but not limited to telephone communications (i.e. cold calls), personal interaction, and written communication.
- Communicate effectively and present complex ideas in a clear and compelling manner, both verbally and in writing, with demonstrated skill in written communications including but not limited to correspondence and reports.
- Ability to resolve complex problems with skills and diplomacy.
- Ability to work effectively with a variety of Museum supporters, visitors, members, co-workers, vendors, and volunteers professionally and tactfully
- Ability to adhere to Museum policies and to support management decisions in a positive, professional manner.

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Tacoma Art Museum

Director of Marketing & Communications

Tacoma Art Museum is seeking a creative, energetic person to manage the museums Marketing and Communications Department. The Director of Marketing and Communications will be responsible for planning, developing, and implementing integrated marketing and public relations plans for all exhibitions, educational programs, events, community initiatives, and other outreach efforts to increase the museums visibility and attendance. Duties also include developing strategies to deepen the museums audience through a variety of traditional, social, and guerilla marketing, managing the Marketing and Communications Department, coordinating with other departments within the museum, community relations, and budget management.

The position reports to the museum's Executive Director and is an active member of the senior leadership team.

Responsibilities

Create, implement, and oversee strategies and timelines for marketing, communications, advertising, media buying, and public relations. Develop relationships with vendors, sponsors, advertisers, and community contacts in order to maximize marketing dollars.

Oversee the production of and approve all marketing and communications materials. Work collaboratively with and manage Marketing and Communications staff to meet goals and execute strategies. Develop, manage, and oversee marketing and communications budget and staff.

Coordinate with other museum department directors and Executive Director to ensure all marketing and communications needs are being met. Provide weekly, monthly and annual marketing and communications reports. Oversee the compilation, analysis and evaluation of market data.

Represent the Marketing and Communications department at organizational meetings. Conduct market research to determine best use of marketing resources. Develop and implement marketing plans and projects for new and existing exhibitions, programs, events, and community initiatives.

Measure, review, and report on the progress of marketing and communications plans and projects. Utilize a variety of marketing tools including traditional media, social media, and guerilla marketing. Collaborate on promotional strategies with neighboring museums to promote Tacomas Museum District.

Perform other duties as assigned.

Requirements/Qualifications

Bachelors degree in Marketing, Business, Communications, Public Relations, or related field. Masters degree preferred.

5 years of marketing and communications experience. Working knowledge of Microsoft Outlook, Word, Excel, Access; Adobe Photoshop, and social media tools. Commitment to a team approach. Excellent communication skills, both written and verbal under time constraints. Ability to develop and implement an integrated marketing and communications plan. Excellent project management and decision-making skills.

Excellent interpersonal skills; individual must be personable and diplomatic in working with diverse constituency and staff. Proven experience using best practices in marketing (including related technology), public relations, social media, graphic design, internet marketing, and printing industry.

Budget development and monitoring experience.

Proven management/supervisory experience. Knowledge of regional and national marketing trends for arts organizations/museums as well as internet/website management. Travel, Working Conditions, and Physical Environment

This position is subject to indoor environmental conditions typical to a professional office setting. The essential physical requirements of this position include: Continuously exchanges information through listening and talking with funders, staff, volunteers and individuals in the community; Frequently stands, walks, sits, and climbs in performing duties and in traveling to off-site meetings; Frequently reaches and grasps in using telephones, computers and in general operations; Frequently lifts and carries up to 5 lbs. of paperwork, files, and materials; occasionally lifts and carries up to 20 lbs. of event materials; Frequently to occasionally perform close work while updating files, reading program information and using computer; Local day travel, less than 25% of work hours.

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[University of Maryland](#)

Chief Marketing Officer

The Chief Marketing Officer (CMO) leads brand positioning, creative development of marketing campaigns, strategic brand initiatives, market research, and marketing in support of fundraising, recruitment, and other initiatives of the University. This individual will be responsible for the direct management, supervision, and execution of University marketing strategies, campaigns, and initiatives that advance the University's strategic direction and the plans of the major academic units. Success requires a "thinker-doer," a highly collaborative management style, and the ability to build and sustain constructive partnerships with colleagues throughout the university.

The CMO plays a pivotal role in enhancing the University of Maryland's market position, reputation, and visibility as a preeminent public research university, specifically targeting key audiences in the regional, national, international, and government environments. The CMO will partner closely with schools and departments across the University to create and lead aligned initiatives that help fulfill the University's mission of education, research, and service. This includes attracting high-achieving students, increasing the level of private and public funding, and promoting passion and pride within the University community and among alumni and friends. The CMO will have a direct supervisory role for marketing staff as well as cross-functional team leadership responsibilities.

Must be able to work some evenings and weekends as needed to attend University events, locally and nationally.

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[Art Basel](#)

Global Head of Marketing

Art Basel is seeking a devoted and professional personality as Global Head of Marketing.

Your Responsibilities:

Marketing Execution

- Develop and manage all marketing tools and systems (distribution, commercialization, go to market, brand, creative services, etc.) in order to launch and market successfully all our products (shows, digital platforms, new initiatives).
- Implement strategies to develop further our audience and develop tools and campaigns to engage further with our audience through our physical shows, customer journeys and our digital products
- Develop tools to attract a new audience to our community.
- Develop and manage data tracking tools, systems and quantitative analysis tools in order to monitor the effectiveness of our marketing strategy, in order to grow traffic and community engagement and improve the effectiveness of our overall marketing strategy.
- Work closely with the CDI team to define our marketing analytics tools and ensure these are in line with our business requirements.
- Build a department that is aimed at bringing to market new products (physical or digital) and coordinating the marketing angles of launching new products, from product concept to client experience.
- Further develop and implement brand identity and all creative services around that brand identity

Leadership & Management

- Lead and manage the marketing team and implement all necessary organizational changes in order to have a talented and efficient team focused on launching new products and new initiatives.
- Align and collaborate internally with all business units, regional organizations and externally with agencies
- Budgeting & Controlling for all global activities in your department
- Develop strong internal relationships across all MCH and Art Basel regions and departments to ensure effective collaboration among colleagues.
- Ensure all staff have clear objectives, targets and development plans and foster the motivation of all your team members

Your Profile:

- Higher level degree in Economics and/or Integrated Marketing Communications: ideally master's level degree or higher.
- Minimum 5 years' leadership experience in Marketing
- Strong experience in digital marketing and launching digital products and developing a user journey through digital platforms.
- Professional background in executing and implementing the placing, promotion, pricing, positioning of existing and new product.
- Set the right strategy to expand, elevate and monetize the collaboration with the community of the Art Basel Eco-System
- Business skills in developing and executing marketing analytics and data tracking tools
- Experience in creating various customer journeys within the Art, Design and Luxury industries (Segmentation, Customer Lifetime Value, Churn Prediction, Sales Prediction, etc.)
- Demonstrate a strong understanding of client segmentation in the Art, Design and Luxury industry
- Strong leadership and management skills
- Successful project manager on projects with external and internal resources
- Demonstrated ability to work on tight deadlines and excel in a fast-paced business environment
- Sensitivity and understanding of other cultures
- International work experience
- Excellent writing and speaking skills in English with additional languages being an advantage

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Zuvii Gaming

Chief Marketing Officer

You will work directly with our CEO and take full ownership of our online presence and marketing campaigns. To be successful, you will already have experience building and running personalised marketing campaigns to drive consistent and a sustainable amount of users to the platform. Ideally you will have a passion for gaming and previous experience in the industry.

Example work in this role:

Create and own the go-to-market strategy for the platform & the ongoing marketing of new features and development in the future. You will set clear objectives and goals, research and define target audiences, develop marketing and communication strategies, and measure adoption. You will also conduct user research and be the leading voice of the users and apply your insights to these and other initiatives.

Drive the evolution of our brand positioning, bringing it to life in a clear and consistent way that resonates with and motivates our target audiences. You will promote the company as chief story teller and an innovator to the press and public.

You will initially be in a hybrid role which involves taking responsibility of our social media channels and the content that is posted as well as having some contribution to community management which will include the production of content for our Discord server, website and newsletter.

Create new partnerships and deepen relationships with existing key partners. You will nurture existing relationships with key partners, aligning on mutual goals and driving adoption through a variety of marketing efforts.

In the future, you will also lead and mentor a growing team of marketers across a broad set of functions including product marketing, partner marketing, content, and brand. Identifying talent needs, contributing to recruitment and managing a high-performing integrated marketing team.

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[Penguin Random House UK](#)

Digital Marketing Director

Penguin Random House, the UK's leading trade book publisher, is hiring a Digital Marketing Director. In this newly created role, you will be instrumental in defining and driving the next phase of their digital strategy to power the shift to online. As the only publisher with a truly consumer-facing brand, there is a unique opportunity to differentiate and drive sales in an increasingly competitive and crowded online market.

You will be a talented digital leader with highly sophisticated digital marketing skills and digital product management experience. You will have a proven track record of driving digital innovation, ideally in a creative environment, that fuels business growth.

You will be a key member of the senior leadership team of the newly combined Audiences, Brand and Communications team and will act as a key thought partner to our Marketing, Technology and Sales teams, enabling the effective use of digital marketing skills, tools and platforms across all brand, marketing and communications teams.

You will work with our eight publishing houses to optimise and measure their digital marketing spend, while leveraging the value of our owned platforms and channels to aid discoverability of our authors, drive sales and build brand and reputational value.

You will own the marketing technology roadmap, defining prioritisation for investment, informing business cases and acting as a business sponsor.

You will be the business lead on marketing excellence and measurement; consumer data, search and eCommerce strategy; paid digital advertising; social media platform relationships and digital marketing responsibility.

This is a key senior leadership role. To succeed, you must be a digital leader who is highly respected in your field and well connected in the marketing community. You will bring deep technical knowledge of the digital landscape and an ability to identify and deliver best-in-class solutions. You will think consumer-first at all times and combine creative thinking with technical delivery. You will be adept at navigating matrix structures and bring sophisticated stakeholder management skills with an ability to influence people at all levels and disciplines.

You will be an inspiring leader with an eye for talent, as well as an ability to nurture, develop and motivate. People will want to be part of your team because they will learn from - and be inspired by - you and because they know that you will drive effective change.

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