



Position: Director of Marketing

Direct Manager: Maury Okun, President

ArtOps is a nonprofit organization providing a shared services model of administration, management and operations support for small to medium-sized arts nonprofits. Most of our work is encompassed by two partner organizations – Detroit Chamber Winds & Strings and the Great Lakes Chamber Music Festival – for whom we provide an entire suite of administrative services. We also serve a number of smaller clients to different degrees in specific areas such as development, marketing, operations and finance. By providing expertise and staffing to these organizations, we enable them to grow and fulfill their artistic mission. We also initiate and implement certain collaborative programs on our own. Our model offers employees a unique opportunity to broaden skills in their area of expertise while supporting the growth of arts in our community.

Who we're looking for:

Our Director of Marketing manages a small, talented team of nonprofit administrators, planning and implementing marketing programs with the goal of growing and diversifying audiences and increasing ticket sales. The position involves providing strategic marketing consulting to an array of organizations.

As Director of Marketing, a day might involve:

- *Crafting strategic marketing plans for ArtOps, its partner organizations, or marketing clients;*
- *Working with staff and stakeholders to plan branding activities;*
- *Leading the team in creating print and digital campaigns;*
- *Developing internal work and resource plans with staff;*
- *Coaching and guiding staff;*
- *Leading a marketing committee meeting to engage board members in promotional activities;*
- *Managing marketing budgets;*
- *Overseeing partner and client deliverables, ensuring timeliness and high level of quality.*

This job might be for you if:

- **You're an excellent communicator.** You write well. You're articulate and compelling. You can explain things clearly, whether it's to one person over the phone or an audience of 200 at an event.
- **You're creative.** You call on your experience and industry best practices to develop innovative marketing strategies.
- **You're a resourceful leader.** You enjoy identifying and nurturing the strengths of others. You have management experience and a knack for doing more with less. You lead by example.
- **You're experienced.** You're a marketing veteran with at least 5 years of experience under your belt. You've managed others and contributed to successful teams. You're no stranger to deadlines, problem-solving and working with diverse stakeholders to achieve common goals.
- **You're organized and efficient.** You can create systems and processes that streamline workflow and maximize efficiency. You prioritize and manage your time effectively.
- **You're attentive to details.** You see the big picture, but know that the little things can add up to big successes.



Job qualifications:

- 5 years of progressive marketing experience
- Excellent leadership and organizational skills
- Analytical and creative thinking
- Exceptional communication and interpersonal skills
- Current on best practices, significant digital marketing experience
- Working knowledge of web analytics
- Customer-oriented approach
- Demonstrated appreciation for the arts
- BS/BA in business administration, the arts, marketing and communications or relevant field.

Preferred:

- At least two years in a marketing management role
- Nonprofit marketing or commensurate experience
- Knowledge of classical music.

Job Description:

- 1. Drive activities in support of the institutional marketing efforts for ArtOps, its partners, and certain clients.**
 - a. With President and marketing team members, select appropriate programming spikes each year around which to build institutional marketing activities.
 - b. Ensure execution of planned institutional marketing activities, engaging board and staff as appropriate.
 - c. Actively search for community events that could lend themselves well to institutional marketing efforts.
- 2. Lead major branding efforts for ArtOps, its partner organizations, and certain clients.**
 - a. Work with designers and various stakeholders to develop a strong brand identity for ArtOps.
 - b. Lead research and implementation of strategies to build and strengthen ArtOps, its original programs and its partner and select client organizations.
 - c. Identify contractors and support staff to contribute to major campaigns.
- 3. Create and oversee implementation of the program marketing plans for the partners and certain clients.**
 - a. With Marketing Committee chairs and appropriate staff, create the marketing plan and season goals annually for partner organizations and certain clients.
 - b. Ensure the execution of the marketing plans with the help of staff and volunteers.
 - c. Work with the organizations' marketing committees to ensure they are actively involved with the strategy and execution of their marketing plans.
- 4. Ensure the Marketing Team effectively communicates the branding, voice, and general messaging efforts for ArtOps, its partner organizations, and certain clients.**
 - a. With Artistic Director/President and the marketing team, establish the voice and brand of each partner organization and certain clients.

- b. Coordinate the marketing team efforts to communicate effectively within the stated brands for each organization. This might include:
 - i. Ensuring the integrity of consistent branding on the websites
 - ii. Providing guidance and oversight to marketing team members developing printed pieces
 - iii. Providing guidance and oversight to marketing team members developing online communication
 - iv. Providing guidance and oversight to marketing team members developing signs/fliers/inserts.
- c. Provide strategy for marketing trades and audience development activities.

5. Ensure sales efforts are effective and supported for the partners and certain clients.

- a. Execute on the marketing plans, ensuring subscription series are marketed on time, and ticket sales are tracked and reporting to President and Marketing Committees as appropriate.
- b. Engage patrons through mailings, events, and personalized touches, as outlined in the marketing plans.

6. Oversee all other audience development efforts for ArtOps partners and certain clients.

- a. Execute on the marketing plans to develop creative audience development programs for each organization in conjunction with their season.
- b. Actively build relationships with community groups, partners, and organizations that may be interested in providing tickets to their constituencies.
- c. Look for new creative partnerships each year that will lead to groups sales.

7. Provide strategic marketing planning and support to ArtOps clients.

- a. Consult with each client that has purchased marketing services to develop a marketing strategy.
- b. Help clients understand their marketing needs, and create and help implement activities to support those needs.
- c. Provide consistent support to each ArtOps marketing client, using prompt communication, and building solid relationships in order to deliver the best results.
- d. Where appropriate, oversee activities and efforts by other marketing team members to support the clients' marketing needs.

8. Participate in ArtOps staff planning and team activities, executing other duties as assigned.

- a. Plan and monitor billable hours for partners and clients.
- b. Strategically build the best marketing support for each partner and certain clients annually.
- c. Work with staff to develop marketing services proposals for potential clients.
- d. Attend weekly staff meetings, and other internal meetings as appropriate.
- e. Attend board meetings for the partner organizations as appropriate.

How we'll measure success:

By evaluating the success and implementation of the marketing plans; by meeting subscription and single ticket sales goals or having a solid understanding for, and explanation of, missed goals; by evaluating the timeliness and effectiveness of marketing communications; and by receiving consistently positive feedback from boards, committees, staff and patrons.



Hours:

This is a full-time position, requiring occasional nights and weekends (schedule set with staff and successful candidate upon hire.)

Application process:

The position is available immediately and offers a stimulating work environment. Salary is commensurate with experience. Resume and cover letter may be sent to carbonara@art-ops.org. No phone calls, please.