

OPERA COLORADO POSITION DESCRIPTION



TITLE: DIRECTOR OF MARKETING AND AUDIENCE DEVELOPMENT

REPORTS TO: Managing Director

THE COMPANY

Opera Colorado is a dynamic, growing opera company located in Downtown Denver whose productions are recognized for their extraordinary artistry and innovation encompassing a broad range of repertoire including contemporary works. The Company has become known for its outstanding Education and Community Engagement Programs supported by a vibrant Young Artist Program which focuses on the development of young American talent through main stage performance, community education programs and state-wide touring productions. In June of 2015 the Company announced the naming of its first Music Director, Ari Pelto, and in November of 2015 announced the return to presenting a three-opera season beginning with the 2016/2017 season, along with a 5-year strategic plan that focuses on a new artistic vision, expanding performance and educational programming, developing a more diverse, engaged Board of Directors, and expanding the professional staff to meet the goals and objectives of the strategic plan.

In 2013 Opera Colorado embarked upon a financial and administrative restructuring process following a 2012 fiscal short fall. Subsequently, the company has gained significant momentum, exceeding sales goals and achieving surplus budgets for the past three fiscal cycles, while maintaining high artistic and arts education standards. With a 5-year strategic plan, Opera Colorado is positioned to expand its productions and services to the community in exciting and innovative ways.

The company has a dedicated, enthusiastic staff of 13 full-time and 4 part-time employees along with seasonal production and artistic staff, with a base of over 100 active volunteers. The staff is made up of highly motivated individuals with a belief in and commitment to Opera Colorado's mission, artistic vision and values. The Opera Colorado Board of Directors is made up of 33 civic philanthropists who are passionate about opera, Opera Colorado and the arts community of the Denver Metro Area. Opera Colorado's 2016/2017 budget is \$4 million and annual fundraising goals average about \$2.3 million.

Opera Colorado was founded in 1981 by Nathaniel Merrill, a distinguished name in the world of opera, with the goal of establishing a grand opera company in Denver, Colorado. Before coming to Denver, Mr. Merrill spent 28 years as the resident stage director at The Metropolitan Opera in New York, and he led Opera Colorado until 1998. In 1998 Stephen Seifert was named Interim Executive Director and served in that capacity until 2001, when Peter Russell was named General Director. He led Opera Colorado through six years of artistic growth and developed the plans to move to our magnificent new performance space, the Ellie Caulkins Opera House in 2005. In 2007 Gregory Carpenter was named General Director. Under his leadership the company has achieved consistent growth in artistic vision and community engagement, and now presents a mix of traditional and contemporary stagings of standard, lesser known and contemporary repertoire, and engages new young American talent as well as attracting major international artists.

GENERAL POSITION DESCRIPTION

The Director of Marketing and Audience Development is a full-time senior management position responsible for creating, coordinating and implementing strategies for performance and event marketing, advertising, media, and public relations, achieving an annual earned ticket revenue in excess of \$1.2 million. The Director of Marketing and Audience Development is an energetic, creative and strategic thinker who focuses on expanding the Opera's audience base across all programming. This role is responsible for developing advertising and sales strategy, managing the annual marketing and public relations budget, overseeing the creation of creative materials, and developing and maintaining the Opera's digital marketing strategy.

MARKETING & AUDIENCE DEVELOPMENT RESPONSIBILITIES

- Develops accurate ticket sales projections and implements annual marketing plans for season and single ticket sales, building new audiences and expanding Opera Colorado's presence in the community.
- Works collaboratively with the Managing Director to develop analytics and campaign metrics to ensure effectiveness and efficiency.
- Oversees inventory management and dynamic pricing strategies to maximize revenue.
- Oversees Patron Services and ensures the organization supports a robust and effective customer service experience.
- Researches, evaluate and implements the latest marketing trends, specifically in digital media and e-commerce to increase sales.
- Supports the company mission and vision to engage new and diverse audiences by examining Denver's current and future demographics to establish target markets, improve market penetration with our existing audience base, and find ways to diversify and expand new audiences.
- Works collaboratively with the General Director and the Managing Director to develop annual marketing expense and income budgets, including ticket sales projections for all earned income activities.
- Works innovatively and collaboratively with an outside creative agency and internal staff to develop annual marketing materials and campaigns that target focused segments of the Denver Metro Area and across the state.
- Works collaboratively with the Director of Development and Director of Education & Community Engagement to develop marketing materials for fundraising, education, and community engagement related activities.
- Negotiates contracts with vendors for services such as advertising, printing, ticketing and other support services.
- Works cooperatively with the front-of-house staff at the Ellie Caulkins Opera House and other venues for all performances, including ticketing functions, usher and house management issues, customer service issues and other concerns which may arise during a performance.
- Manages all Opera Colorado publications including but not limited to *Ovation!* news magazine, program books, web site and other publications which may be under development.
- Organizes promotional activities such as appearances by artists at public relations events and other opportunities for artists, directors, and designers to interact with the public.
- Generate partnerships with other arts and cultural institutions throughout the Denver Metro Area to create collaborative promotional and audience development programs.

- Directs a marketing support staff of two and a box office staff of three.

PERSONAL CHARACTERISTICS

- A mission-driven individual with a belief in and commitment to Opera Colorado's mission, artistic vision and values.
- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan.
- A flexible and creative individual who can find alternative ways to reach objectives when barriers arise; a skilled negotiator.
- A team builder \peace keeper – confident and competent, with strong skills in management and leadership; one who understands the subtleties of motivating and directing a diverse group of personalities with different work styles.
- Emotionally mature with a good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

QUALIFICATIONS

- Bachelor's degree in Marketing, Non-Profit Management or and arts related area.
- A minimum of five years of experience in Arts Marketing, Sales, PR with demonstrated record of driving audience growth and maximizing ticket sales required – knowledge of opera a plus.
- Strong organizational, leadership, communication and management skills.
- The ability to translate strategic thinking into action with strong understanding of technology and multi-channel marketing.
- Keen sense of design and sales copywriting.
- Strategic thinker with ability to work both independently and as part of a high-performing cross functional team.
- Demonstrated ability to work in an open, respectful and collaborative environment.
- Knowledge of Tessitura Ticketing Software preferred
- Ability to organize and prioritize projects, meet deadlines and sustain productivity.

Send resume, cover letter and a list of three (3) references to:

Greg Carpenter, General Director

humanresources@operacolorado.org

Compensation: Salary and benefits plan is competitive, and commensurate with experience and qualifications.

Materials must be received by July 14, 2017 to be considered by the search committee.