



SOPACnow.org | One SOPAC Way, South Orange, NJ 07079

DIRECTOR OF MARKETING POSITION

Reports to: Executive Director

Manages: Marketing Manager, Marketing Associate, Membership and Marketing Associate, contractors (EG graphic designers, videographers, photographers, etc.)

Key working relationships: SOPAC management team including Director of Audience Services; Board-chartered and ad hoc committees comprised of passionate volunteers; and others.

OPPORTUNITY AND KEY PRIORITIES

South Orange Performing Arts Center, recognized time and again as one of New Jersey's favorite performing arts centers, seeks a Director of Marketing to join a growing team committed to presenting richly diverse transformational arts experiences in the creatively kinetic South Orange-Maplewood regional community in Northern New Jersey.

The Director of Marketing (DOM) is a member of SOPAC's senior management team reporting to the Executive Director and is responsible for the leadership and management of the center's marketing and communications functions and for driving success to all earned revenue and external communications categories. This position is charged with the effective promotion and communication of SOPAC's core mission and artistic programming, including developing the messaging, marketing, advertising, digital strategies, social media, collateral materials, and public relations strategies and campaigns for all SOPAC performances and programs.

Three of the organization's top articulated goals that intersect with the DOM's work, and that it is expected the Director of Marketing will drive performance toward, are:

- Diversify programming to present artists and genres that more broadly reflect the multi-racial, multi-cultural, multi-generational, and socio-economic diversity of our region.
- Create transformational experiences for our audiences.
- Fully understand the demographic, geographic, and socio-economic makeup of our current and future audiences.

Additional top priorities for the next SOPAC Director of Marketing include:

- Conduct a SWOT assessment of current SOPAC marketing department and make/execute on recommended changes to improve department alignment, agility, ability, and architecture, improve outcomes, and build a strong and cohesive team of staff, contractors, and volunteers.
- Make significant and meaningful improvements to SOPAC marketing department management and utilization of data and data analytics – including the development and deployment of accompanying performance dashboards and other visual/written communications tools – to support continuous improvement in audience development and

loyalty (including defining key goals, targets, and indicators in audience development and loyalty).

- Champion novel and innovative campaigns and concepts, prioritizing creative risk-taking on digital channels and platforms to drive engagement and acquisition.
- Drive meaningful improvements and stronger outcomes to current membership programs in collaboration with development department, while working with board and staff to develop long-term strategy and accompanying plans regarding the promotion, measurement, and performance management of customer lifetime value.

ABOUT SOPAC

The South Orange Performing Arts Center (SOPAC) is an award-winning regional arts center that presents innovative artistic and educational cultural experiences through music, theater, dance, comedy, and family performances in an intimate and welcoming environment.

SOPAC's mission is to offer audiences exhilarating and diverse arts entertainment in its intimate venue, serving as the cultural heartbeat of the greater South Orange / Maplewood region and contributing to the economic and social vibrancy of its highly diverse community.

SOPAC first opened its doors in 2006. Through visionary leadership and an unwavering commitment, SOPAC has become a cultural centerpiece for the region, an economic driver for the community, and a catalyst for artistic opportunity.

SOPAC is an accessible cultural destination that presents world-class artists in an intimate and welcoming environment. The Jennifer & Tony Leitner Performance Hall is a 439-seat mainstage theatre with superb acoustics, sight lines and seating. Audiences remark that performances in this space is like having their favorite artists right in their own living room. Artists acknowledge that the atmosphere encourages conversations with audiences. The Loft at SOPAC is a 2,170 square-foot multi-purpose space used for performances, rehearsals, classes and special events. A multi-screen cinema is also part of the SOPAC creative campus.

The unique architecture of SOPAC, which includes a stunning 3-story glass-enclosed atrium, is also home to SOPAC's Herb + Milly Iris Gallery. Beyond the building, SOPAC co-produces local events such as South Orange Summer Nights and serves students and schools through a number of education programs.

SOPAC is an Equal Opportunity Employer (EEO). SOPAC is proud to be an equal opportunity and affirmative action employer. We have a deep commitment to our nonprofit mission and positively impacting our culturally diverse community. We are an organization that embraces differences and strongly encourages individuals from underrepresented backgrounds to join our dynamic and inclusive team.

SOPAC LEADERSHIP

SOPAC has a newly appointed Executive Director in Stephen Beaudoin – recognized by *Musical America* magazine as one of the music industry's "Top Movers and Shapers" and an honors alum of New England Conservatory of Music with an MBA from the University of Virginia Darden School of Business. Under

Beaudoin's leadership and that of board chair Doug Newman and the entire staff, board, and community of supporters, SOPAC is at an exciting key inflection point in its organization development.

Having adopted a new strategic plan in the spring of 2022, SOPAC Staff and Board of Governors are eager to drive organization performance to key goals aligned to the new core values and pillars articulated in this plan.

RESPONSIBILITIES

The successful candidate for this position will be a keen strategist with sophisticated skills in data analytics and assessment, and will have a strong, proven track record in revenue generation, audience development and retention, and customer loyalty. An understanding of how to work across departments and functions – audience services, development, membership, marketing, etc. – to attract, retain, and grow customer relationships is essential, as is a strong foundation in the core principles of 21st century marketing and audience development, including especially marketing strategy in the digital age.

- Lead the development of a comprehensive digital-first marketing strategy and supporting annualized plans that engenders audience loyalty while both growing and diversifying (age and race as focus areas) the current SOPAC audience base
- Meet/exceed single ticket and subscription goals.
- Collaborate with the Executive Director to manage and execute the presentation and promotion of SOPAC's mission, vision, and image internally and externally to the broadest and most diverse community possible.
- Provide creative direction for all marketing collateral and advertising campaigns, both digital and, where needed, in print
- Oversee public relations strategy and campaigns, and connect Executive Director with meaningful media opportunities to promote artistic vision and direction of SOPAC
- Create and inspire a strong teamwork environment and build, train, mentor, and supervise an effective, professional, engaged and diverse marketing team and support staff.
- Work collaboratively with the development department to provide an integrated approach between fundraising and marketing; work closely and foster collegial relations with other departments at SOPAC, in particular Artistic, Education, and Finance.
- Coordinate, support, and staff relevant committees of the board that touch on marketing, promotion, and audience/community engagement
- Develop and manage the departmental budget.

Top candidates will also have a track record of managing people, an understanding of and facility with the financial aspects of a position with this scope of responsibility, and the ability and desire to work collaboratively with other departments and stakeholders.

The position supervises a total staff of three. Direct reports include the Marketing Manager, Marketing Associate, and Membership and Marketing Associate. There are additional indirect reports and key working relationships for this position.

REQUIRED QUALIFICATIONS:

- At least five years of increasingly responsible and successful employment in marketing and/or sales, preferably in the performing arts, though we welcome candidates with this level of experience from other industries.
- Effective operational and strategic management skills, and demonstrated experience managing, mentoring, and motivating a staff in a team-oriented environment.
- Experience working in the development, execution, and management of creative, successful marketing initiatives for organizations.
- A strong knowledge of and commitment to inclusive and equitable audience development, including an especially cultivating customer/audience loyalty and retention.
- In-depth knowledge of market dynamics, pricing, data analytics, media buying, market segmentation, target marketing strategies, brand equity development, and planning.
- Experience in the design and implementation of effective 21st century digital marketing strategies and tactics
- Experience in database and market research projects, including analysis and interpretation of data for ongoing improvement of marketing plans.
- Demonstrated skill in developing and implementing balanced budgets.

PREFERRED QUALIFICATIONS:

- A bachelor's degree or certifications in marketing, sales, data analytics, and/or communications
- Excellent computer skills and knowledge of ticketing software, as well as Word, Excel, Access, and PowerPoint.
- A strong innovative and creative vision with a genuine interest in trying new methods and approaches.
- Excellent communication, diplomacy, and interpersonal skills
- Flexibility, Agility, with the ability to effectively prioritize
- Exceptional communication skills and understanding of graphic designs
- A true passion for the performing and fine arts

APPLICATION PROCEDURES

A review of prospective candidates will commence immediately, continuing until the position is filled. Interested and qualified individuals, and recommendations of same, are encouraged to submit their credentials as soon as possible for full consideration to the person listed below.

Please submit the following documents in the order shown as one PDF file, saved as:
Candidate First Name_Candidate Last Name_SOPAC-Marketing-Director.pdf

- Cover letter (maximum one page) describing your interest and alignment with this opportunity;
- Résumé or CV (maximum three pages);

- Three professional references, including name, email, phone, and one sentence that describes the nature of the relationship (these will only be utilized for candidates that advance to the finalist round)

Anticipated start date: Early to mid-November

Salary Range: \$80,000 to \$90,000. SOPAC provides a competitive benefits package that includes medical and dental coverage, PTO and other time off, and a 403b retirement plan with employer matching contribution.

Applications or recommendations for qualified candidates will be accepted via email only to:

Beth Fylstra
Chief Financial Officer
SOPAC
beth@sopacnow.org