



The **Director of Marketing** will increase public awareness and attendance of performances and special programs through the development of effective marketing, advertising and promotional campaigns utilizing internal resources, key community partners and external agencies and vendors. The Director will participate in conversations and contribute to institutional marketing strategies that have organizational-wide impact.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Develop and manage performance-marketing plans as assigned and communicate with artist/tour management on strategies to increase awareness and sales.
- Manage the media negotiation, buying process and monitoring of identified media, including print, television, digital, radio, promotions and public relations
- Prepare post program analysis with the expectation of understanding results, marketing effectiveness and opportunities for future programs.
- Understand consumer trends (media, demographic, event, etc.) to develop effective marketing initiatives that will have a positive impact on sales.
- Manage show and project marketing budgets to optimize all available resources, ensure effectiveness, broaden consumer reach and increase revenues.
- Understand and successfully support brand development and use.
- Create innovative strategies to market and broaden consumer base of new product introductions and special programs.
- Supervise the work of the marketing department managers, coordinators and assistants.
- Attend all necessary internal and external meetings to provide and receive accurate and timely communication regarding the coordination of the marketing department's initiatives and objectives.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Able to direct all aspects of a marketing work flow process, with a sound understanding of the marketing mix to reach the typical performing arts and live entertainment customer.
- Able to understand, implement and manage a budget.
- Able to multitask, set priorities, shift priorities, and adapt to changes in situations.
- Able to work effectively and positively with others.
- Able to provide effective supervision and direction to marketing staff.
- Able to communicate effectively, both verbal and written, in English
- Skilled in Windows based programs, including Word, Outlook, Excel, and PowerPoint.
- Able to work a flexible schedule including nights, weekends, and holidays as events require.

### **REQUIRED EDUCATION AND EXPERIENCE**

- BA/BS/AA/AS: Marketing or related degree or any equivalent combination of training and experience. Minimum of 3 years experience in a marketing and selling environment in the performing arts or live events industry.
- Must be fluent in digital and social media as well as attentive to developing entertainment trends.
- Proven leadership ability to influence, develop and empower employees to achieve objectives with a team approach.

If you are interested in this opportunity, please submit your resume to [directorofmarketingsearch@browardcenter.org](mailto:directorofmarketingsearch@browardcenter.org).