

# SEATTLE OPERA.

## ASSOCIATE DIRECTOR OF MARKETING

Seattle Opera is accepting applications for the position of Associate Director of Marketing. This is a full time, non-exempt, position reporting the Director of Marketing and Communications.

Seattle Opera is committed to racial equity and to dismantling historic barriers of oppression. People of Color are encouraged to apply and audition for all Seattle Opera job opportunities. Learn more about our Commitment to Equity and our three-year Racial Equity and Social Impact Plan at [www.seattleopera.org/equity](http://www.seattleopera.org/equity).

### **BASIC FUNCTION:**

This position is responsible for developing and implementing marketing campaigns and digital fundraising campaigns to support revenue goals for the company. The work of the position encompasses a broad range of duties including development of marketing plans, supervising and/or executing traditional and digital marketing campaigns, ecommerce and website development, analyzing effectiveness of initiatives and supervising staff positions.

### **PRINCIPAL ACCOUNTABILITIES:**

- Develops marketing plans that support both subscription and single ticket sales, as well as Seattle Opera community and educational programming. Executes some campaign elements, especially as it relates to subscription sales and direct mail.
- Develops strategies for all levels of audience development from top of funnel marketing to retention of season ticket holders.
- Works with Director of Marketing and Associate Director of Marketing for Sales and Services on COVID reopening strategy, operational changes, and the marketing campaign for returning to in person performances.

- Creates strategy for digital fundraising campaign for all gifts under \$500. Oversees implementation over email, social media, and other digital platforms.
- Manages expense budget for entire marketing and communications group. Determines budget allocations as part of the season planning process as well as managing forecasts and working with managers to determine budgetary needs. Works with finance department to make sure department finances are accurately reflected in all financial statements.
- Works with Director of Marketing and Communication and Associate Director of Marketing – Sales & Services to develop ticket projection for future season. Provides analysis on ticket history and customer behavior to both impact ticket projections and help determine overall strategy.
- Provides oversight for subscriber retention activities and BRAVO! to staff members who are managing day to day activities of programs.
- Compiles and disseminates audience research and customer behavior analytics as well as other research as required. Includes analysis around current and past sales, behavior of key audiences such as season ticket holders and multi buyers, as well as understanding ROI of marketing campaigns.
- Works with graphic designer and web producer to maintain brand standards in all Seattle Opera communication materials. Identifies opportunities for improving brand presence.
- Sets priority for website and ecommerce development in alignment with Tessitura future releases. Determines budget for development initiatives and manages partnerships with outside vendors.
- Manages all elements of subscription renewal campaign including campaign planning and execution, partnering with development, and reporting.
- Supervises Digital Marketing Manager, Graphic Designer, and Web Producer/Digital Designer.
- Other duties as assigned.

## **SUPERVISION**

### **RECEIVED:**

Reports to Director of Marketing and Communications with some oversight from the Director of Development

### **MINIMUM QUALIFICATIONS:**

- 5 years of marketing experience in performing arts organization with proven success in managing marketing campaigns.
- Bachelor's degree in arts related field, marketing, or other communications field.
- Excellent written and verbal communication skills, including strong copywriting abilities.

- Experience in dealing with a wide range of personalities and abilities across different work groups as well as dealing with customers and customer service.
- Must have a calm professional demeanor - able to work effectively with a diverse group of people.
- Tessitura experienced required. Tessitura analytics experience preferred. CRM software experience helpful (Tessitura preferred).
- Experience with market research, data mining and analytics required.
- Experience managing multiple social media advertising platforms including Facebook Creator Studio and Instagram, CMS systems, and email marketing software preferred.
- Intermediate to advanced Microsoft Office Suite skills preferred. Basic HTML coding helpful.
- Must be detail oriented, resourceful, a creative thinker with collaborative work habits.

**SPECIAL REQUIREMENTS:**

Must be able to work and be accessible evenings and weekends. Must be able to lift 15 pound boxes.

**FLSA STATUS:**

This is an exempt full time position.

**COMPENSATION:**

Seattle Opera offers medical, dental, vision, life insurance, long term disability, short term disability, EAP, transit/parking benefits. Pay range for this position is \$75,000 - \$85,000 DOE.

**CONTACT:**

Interested candidates should send resume and cover letter detailing relevant experience to [jobs@seattleopera.org](mailto:jobs@seattleopera.org), with Job title in the subject line.