



## **JOSHUA M. FREEMAN FOUNDATION JOB DESCRIPTION**

**Position Title:** Marketing Director  
**Division:** Joshua M. Freeman Foundation  
**FLSA:** Full-Time, Salary, some weekends & evenings required  
**Reports To:** Executive Director  
**Direct Reports:** None  
**Date Last Revised:** December 27, 2018

### **Core Values Accountabilities**

The Marketing Director is accountable to provide leadership within the organization and to live, model and teach the core values as stated:

We are committed to setting the standard for:

- Being leaders in creativity and responsibility
- Being respectful, forthright, and ethical
- Improving our communities
- Enhancing the lives of everyone we touch
- Performing professionally and effectively
- Being approachable, open-minded, and compassionate
- Continual personal and professional wellness, improvement, and growth

### **Purpose of the Job**

The Director of Marketing is responsible for the overall stewardship, strategy, and management of the Joshua M. Freeman Foundation's brand identity as a community-based, non-profit arts presenter committed to providing memorable arts experiences for all people in the Mid-Atlantic region and beyond. The Director is responsible for the development, management and execution of marketing and public relations strategies that help build and increase audiences and ticket sales, organizational awareness in the community, and donors for the Freeman Stage and Freeman Arts Pavilion. The Director is also responsible for the execution of the box office and sales operations of the JMFF. The position works collaboratively with the board and staff leadership of the JMFF to help support and achieve the organization's earned and contributed income goals.

The Director performs the following duties personally or oversees their execution through the marketing and sales department staff.

## **Primary Duties and Responsibilities:**

- In consultation with the Executive Director, board committee(s), and staff leadership, develops annual and long-range marketing and public relations plans to achieve the earned and contributed income goals, as well as the consistent brand image of the Freeman Stage and Freeman Arts Pavilion.
- Develops and oversees execution of detailed plans, budgets, forecasts, schedules and purchases for multifaceted promotional campaigns and marketing elements, which include, but are not limited to:
  - Seasonal marketing for Freeman Stage
  - Capital campaign marketing programs
  - Institutional marketing programs
  - Direct mail, radio advertising
  - Online and social media advertising
  - Creative partnerships/grassroots efforts
  - Graphic design and video storytelling efforts
- Comply with JMFF's policies and procedures
- Oversee website, digital and social media initiatives across multiple channels
- Oversee and ensure consistency in branding and messaging of the organization and its programs
- Develop, maintain and analyze departmental tracking reports for social media analytics, website analytics and media coverage.
- Develop an audience engagement approach in order to create an ongoing relationship with patrons. Plan and implement strategies to increase loyalty in a single-ticket driven environment.
- Oversees the development and execution of all public relations strategies and functions with local, regional, and national media to ensure maximum visibility and coverage for the Freeman Stage, Arts in Education programs and may serve as a press spokesperson, as appropriate.
- Oversees the development and execution of box office policies and procedures including event creation and ticketing prices and fees. Train sales team to maximize sales and deliver exceptional sales experience.
- Create, maintain, distribute and analyze sales reports.
- Develops and implements strategies to reach new and under-served audiences, members, and donors; and to cultivate existing audiences, members, and donors towards a deeper involvement with the JMFF. Devise audience retention strategies based on research; oversee implementation.
- Works with Director of Development and Executive Director to continue building a "culture of philanthropy."
- Serves as the lead staff member responsible for market research and analysis, and in planning for, ensuring, and measuring patron satisfaction.
- Works with other staff leadership to provide management support in long-range planning, strategic initiatives, and on-going analysis and evaluation of major decisions concerning the organization.
- Manages the marketing and sales department's direct reports and consultants.
- Any other duties as assigned.

## **Qualifications:**

- Minimum of a Bachelor's degree (B.A.) from a four-year college or university or equivalent experience; Master's degree a plus; minimum seven (7) years related experience in marketing and public relations in the non-profit performing arts and/or entertainment field. Relevant experience in marketing planning and current marketing strategies, especially as they relate to non-profits and the performing arts. Familiarity with artists and the art forms of theater, dance, and music—from a variety of cultures & genres—is a plus.
- Previous leadership experience
- Knowledge of CRM systems and email marketing systems (MailChimp)
- Experience in graphic design and video editing (Adobe Photoshop, InDesign, Canvas, Premiere Pro)

## **Critical Skills & Knowledge:**

- Knowledge of the arts and entertainment industries, and arts and entertainment marketing techniques: print and media including its needs and formats, direct-mail marketing, single-ticket and subscription campaigns, social media and web-based advertising.
- Involvement with contributed revenue generation and sales programs.
- Ability to evaluate sales and marketing trends and analyses. Analytical skills to interpret data and prepare conclusions and recommendations based upon information collected.
- Knowledge of financial management to allocate resources, prepare and manage marketing budgets, analyze financial data, and project income.
- Must be comfortable working in a fast-paced team environment.
- Ability to manage complex strategic plans and programs, and to work effectively under tight deadlines.
- Requires creativity and excellent organizational and time management skills, and careful attention to detail.
- Excellent interpersonal, diplomatic and communication skills; ability to articulate ideas clearly and concisely, in both written and oral format. Excellent writing and editing skills.
- IT skills including website development and management.
- Ability to attract, manage, motivate, and retain top talent.
- Knowledge of or experience in graphic design and page layout computer programs, and working with designers and printing firms to see jobs taken from conception to final product.
- Ability to develop "grassroots" contacts among a broad range of constituencies.
- Working knowledge of CRM is desired.

## **Measures of Success:**

- Enhanced revenue from increased audiences and ticket sales, members/donors and capital campaign.
- Deeper engagement of current patrons as measured by increases in the percentage of multiple event ticket-buyers, higher average memberships/donations, higher renewal rates, and growth of repeat rental clients from season to season.
- Increased media attention for the non-profit mission of the JMFF.
- Management of expenses to budget.
- 95% customer satisfaction or more.

## **Physical Requirements**

- Sitting throughout the day, working with a computer
- Lifting and moving equipment and materials that weigh up to 30 pounds
- Standing for 4 hours a day or more

This job description includes, but is not limited to, the duties and responsibilities as noted above. The essential functions of this job description are not exhaustive and may be supplemented.

Please send a resume and cover letter to Alyson Cunningham at [alyson@freemanfoundation.org](mailto:alyson@freemanfoundation.org).

The Joshua M. Freeman Foundation is an equal opportunity employer. The organization does not discriminate on the basis of sex, age, color, race, religion, marital status, national origin, ancestry, sexual orientation, gender, gender identity, gender expression, physical & mental disability, medical condition, genetic information, military and veteran status, or any other basis protected by federal, state, or local law.