
Job Description

POSITION DESCRIPTION

Position Title: Marketing Director

Division: Joshua M. Freeman Foundation

FLSA: Full-Time, Exempt

Reports To: Executive Director

Direct Reports: 2 Direct Reports

Date Last Revised: November 2020

Joshua M. Freeman Foundation (approximately 90% of workload)

The Freeman Stage, an open-air performing arts venue located near Fenwick Island, Delaware, first opened in the summer of 2008. A program of the Joshua M. Freeman Foundation, a fundraising 501(c)3 nonprofit arts organization, The Freeman Stage presents diverse programming in the genres of dance, live music, theatre and children's programming.

Purpose of the Job

The Marketing Director 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

Strategic Operations

- 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
- Oversee and ensure consistency in branding and messaging of the organization and its programs
- 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.
- 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.
- Measures and reports performance of marketing and public relations campaigns.
- Works with Director of Development and Executive Director to continue building a "culture of philanthropy."

- 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.

Marketing Administration

- Comply with JMFF's policies and procedures
- Oversee website, digital, public relations and social media initiatives across multiple channels
- Develop, maintain and analyze departmental tracking reports for social media analytics, website analytics and media coverage.
- 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.
- Manages the marketing and sales department's direct reports and consultants.
- Any other duties as assigned.

Relationship Development and Sustainability

- 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.
- Serves as the lead staff member responsible for market research and analysis, and in planning for, ensuring, and measuring patron satisfaction.

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 and CMFF.
- Management of expenses to budget.
- 95% customer satisfaction or more.

Qualifications

- Minimum of a Bachelor's degree (B.A.) from a four-year college or university; Master's degree a plus; minimum ten (10) years related experience in marketing and public relations in the non-profit performing arts and/or entertainment field, as well as, seven (7) years of digital marketing experience. 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 in a multi-functional organization
- Knowledge of marketing technologies, website development/CRM systems and email marketing systems (MailChimp)
- Experience in managing creative resources (i.e., graphic designers, videographers, photographers, printers, etc.) to achieve the foundations' marketing objectives within timeline and budget parameters

Knowledge, Skills, Abilities and Other Characteristics

- Knowledge of the arts and entertainment industries and industry specific marketing techniques: including print, digital mediums, 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 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.
- Ability to attract, manage, motivate, and retain top talent.
- Demonstrated history of understanding and proactively taking on the development, mentoring, and motivating of staff, helping bringing joy to their role and the mission of the organization.
- 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 current marketing technologies and trends.

- ***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

General Information

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Position descriptions may be modified at the discretion of the Foundations at any time with or without notice to incumbents currently in the position. All reasonable efforts will be made in order to notify incumbents of position description changes. Reasonable accommodations will be made for those qualified incumbents with a disability, as stated under the ADA. For more information or to request a reasonable accommodation, please contact Human Resources.

The incumbent must be able to work in a fast-paced environment with demonstrated ability to prioritize multiple, competing tasks and demands and to seek supervisory assistance as appropriate.