

Position Opening: Director of Marketing & Community Engagement



GRAMMY-winning chamber orchestra APOLLO'S FIRE seeks an experienced and collaborative arts administrator to serve as **Director of Marketing and Community Engagement**. As an integral part of the senior management team, this full-time position reports to the Managing Director and works in collaboration with the Artistic Director. This role supervises two Box Office staff and two Marketing/Community Engagement staff.

About Us:

GRAMMY® award-winning ensemble Apollo's Fire (AF), based in Cleveland and Chicago, is one of the world's leading period-instrument baroque orchestras and choruses. Under the direction of Founding Artistic Director Jeannette Sorrell and newly appointed Managing Director David Walker, AF performs about 40 concerts per year in Cleveland in Akron and 8-10 concerts per year on its Chicago Series. AF tours internationally at such venues as Carnegie Hall, the BBC Proms (London), the Royal Theatre of Madrid, the Tanglewood, Ravinia, and Aspen festivals, the Library of Congress, the Metropolitan Museum of Art (NYC), and more.

For more information, visit www.apollosfire.org.

Apollo's Fire is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment, an equitable organization, and a diverse music community.

Responsibilities

Marketing/Public Relations:

- In collaboration with the Managing Director and Artistic Director, manage and strengthen the brand of the institution locally, nationally, and internationally, including collaboration with national and international publicists
- Set the organization's earned income/ticket sales goals for all self-presented concerts in Cleveland, Akron, and Chicago, in collaboration with the Managing Director.
- Develop and implement the marketing/public relations budget, plan the annual season launch and the marketing/public relations strategies for each concert program, drive and manage the implementation of detailed timelines for print materials, eblasts, program books, social media, print/online/radio ad placements, press releases, and website updates to ensure that AF's digital and print presence is professional, engaging, and accurate at all times
- Provide tour presenters with timely, accurate materials for all tour engagements
- Promote new CD releases alongside AF's record label (AVIE Records in London)
- Supervise the Director of Visual Media in graphic design, eblasts, and website projects, write drafts of eblasts, work collaboratively with the Artistic Director to choose appropriate artwork for each program and to create appropriate blurbs for the repertoire; collaborate with the Director of Media Production on video promotion
- Oversee the Chicago-based Marketing Manager and co-supervise the Cleveland-based Community Engagement & Operations Coordinator in executing all AF's marketing and community engagement initiatives
- Propose new marketing concepts, including ideas for media publicity, ad trades, partnerships, and outreach events



- Track engagement on marketing initiatives and provide regular, accurate reports to the staff and the board on ticket sales and audience engagement, as well as provide key data and analysis to inform future marketing plans

Audience Development & Engagement:

- Drive and track the success of audience engagement programs, including AF's Community Access Initiative, which reaches over 10,000 people annually through free programming and discounted tickets, and create new or improved initiatives that will expand and diversify audiences
- Cultivate cross-promotional partnerships with peer organizations in Cleveland, Akron, and Chicago, build connections with venues and other organizational partners for grassroots marketing initiatives
- Develop relationships with schools, churches, and other cultural organizations to create programming that builds new audiences for classical music
- Serve as staff liaison for AF's Diversity, Equity, and Inclusion committee, working to ensure that AF's programming represents and welcomes all
- Provide regular reports on community engagement activities to the Grants team; as part of that team, assist with the education/community engagement portions of grants, and work to ensure grant compliance
- Provide administrative support and payroll tracking for AF's "Side-by-Side Strings" education program in south Chicago
- *If the candidate has experience and an interest in education, consideration may be given to also supervise AF's other education initiatives, including in-school workshops, Family Concerts, and high school/university masterclasses*

Box Office:

- Oversee the Patron Services Manager and Box Office Associate, as well as all sales operations (tickets, to include Group Sales, program ad sales, and CDs/merchandise), striving to provide warm, accurate, and efficient services to AF's audience of 18,000-20,000 annual ticket buyers
- Lead initiatives to provide compelling, seamless experiences to all attendees, using technology to improve the user experience
- Supervise box office and front-of-house operations in Cleveland, Akron, & Chicago, (Ohio concerts are 7-10 weeks per year, usually 4 performances, Thursday thru Sunday. Chicago concerts are 4-5 weekends per year, only 2 performances, usually Saturday/Sunday)

Office Operations: Work with the Staff Accountant to ensure accurate recording of all earned revenue and marketing expenses

Concert Duties: All AF staff are expected to work at approximately 75% of AF's concerts and events (*comp time provided; see Compensation & Terms*)

Position Expectations: As a Director level position, the Director of Marketing & Community Engagement is expected to participate at Board meetings of AF's Cleveland and Chicago boards (the latter via zoom), play a leading role in the Strategic Planning process (approx. every 4 years), liaise with Akron Advisory Board, and monitor emails outside of business hours when time-sensitive marketing issues are at play.



Qualifications

- 5-6+ years' experience in arts administration, preferably at a professional performing arts organization; a background in the arts is required, classical music is strongly preferred
- Proven success setting and meeting ticket sales goals; experience using analytics to inform a successful marketing plan (preferably for a performing arts ensemble or venue)
- 1-2 years' experience in staff management, box office management preferred
- Bachelor's Degree required; master's degree preferred
- Excellent organizational and interpersonal skills
- Excellent writing skills, strong computer and technology skills including ticketing software and systems, social media platforms, and proficiency with Microsoft Office and Google Analytics
- Excellent attention to detail, high professional standards, willingness to take ownership and responsibility for projects with a "buck stops here" attitude, strong sense of collaboration, and team spirit
- Graphic design and website editing skills are not required but would be an asset
- The successful candidate must be based in or willing to relocate to Greater Cleveland, with an automobile and a valid driver's license

Compensation & Terms

- \$75,000 - \$85,000, commensurate with experience, salaried exempt
- Excellent health care benefits, optional 403-B retirement savings plan (tax-sheltered)
- A 1/2-day of comp time is granted for each full-length concert worked (comp time should be used within 6 weeks)
- 3 weeks of paid vacation, which includes the week between Christmas and New Year's when AF's offices are closed

To apply

Please send cover letter, resumé, and 3 references to search@apollosfire.org