



## DIRECTOR OF MARKETING

### JOB DESCRIPTION

**Title of Position:** Director of Marketing

**Classification:** Full-Time

**Reports To:** Senior Vice President of Marketing and External Communication

**Department:** Institutional Advancement

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#### **About Bravo! Vail**

The Bravo! Vail Music Festival brings world-renowned musicians to picturesque venues throughout the Vail Valley for six weeks, drawing music lovers from around the world. As stewards of exceptional orchestral and chamber music in the Vail Valley, Bravo! Vail is also proud to continue the tradition of providing the very best education programs to youth and adults.

**Bravo! Vail Mission:** Bravo! Vail enriches people's lives through the power of music by: • Producing the finest performances by the greatest artists; • Fostering music education; • Promoting a lifelong appreciation of the arts.

**Bravo! Vail Vision:** Once-in-a-lifetime musical experiences. Each and every time.

**Bravo! Vail Values:** • Advances excellence; • Shares artistic passion; • Acts with integrity and respect; • Embraces collaboration.

Bravo! Vail's administration is a tight-knit, collaborative group of happy, active people who value each other as team members. Each department at Bravo! Vail takes great pride in their work, while also taking great pleasure in the unique Vail lifestyle. The relaxed, dog-friendly office is full of camaraderie (and snacks), and during the summer while the festival is on, the work is intense, and the energy is infectious.

#### **Job Description:**

The Director of Marketing is a highly strategic and collaborative individual with an in-depth understanding of marketing for an arts organization. Key responsibilities include developing the overall marketing and sales strategy, overseeing multi-channel marketing campaigns, and supporting streamlined communication across the entire organization, especially within the Institutional Advancement Department, which includes Marketing, Box Office, PR, and Development. The Director of

Marketing leads a four-member department, which includes the Marketing Associate and Artistic Liaison and Marketing Content Specialist. The team also includes a PR agency, seasonal filmmakers, photographers, and interns. The Director oversees contracts and relationships with outside vendors including graphic design firm, copywriter, digital agency, and web developer. The Director of Marketing works closely with the Development, Artistic Planning, Finance, and Education & Engagement teams in creating budgets, sales projections, and effective marketing plans to achieve organizational goals. The Director of Marketing works in close collaboration with the Development team to cultivate patron engagement and loyalty.

A successful Director of Marketing will be strategic, data-driven, open-minded, and creative. The position requires a collaborative leader committed to supporting and empowering a high-performing team. The individual will have experience leading marketing and sales campaigns at a successful arts organization, resulting in strong patron relations and increased ticket revenue. This person will understand data-centric approaches to marketing and database analysis strategies and has the ability to oversee a diverse range of marketing initiatives. The individual will possess a strong aptitude to continually learn marketing strategies, best practices, and new trends. The Director will be a team leader and a strong communicator in conjunction with supporting the goals of the entire organization. Bravo! Vail's Director of Marketing has a passion for music, the arts, and the Vail community.

**Key priorities: Fill the Venue – Tell Our Story – Promote Our Brand**

**Duties include:**

- Develop strategies that support the Institutional Advancement Department's goal to maximize patron loyalty, attendance, and ticket revenue.
- Strategize patron engagement, segmentation, and audience development plans.
- Strategize marketing campaigns across multiple channels; ensure message accuracy and consistency.
- Develop and oversee the content marketing plan including establishing the vision and goals of content for web, collateral, social, and video content.
- Develop streamlined interdepartmental communication between Marketing, Box Office, and Development; focus on collaboration on projects and new initiatives.
- Develop budgets, including setting ticket sales revenue projections.
- Achieve budgeted goals for ticket sales revenue.
- Stay within budgeted expenses.
- Oversee content, social, digital, direct response, PR, web, and advertising strategies.
- Oversee season announcement and launch of subscription and single ticket campaigns.
- Hire and evaluate outside resources: PR agency, filmmakers, photographers, designers, digital agency, copywriters, program book manager, and web developers.
- Effectively manage pricing strategy.
- Evaluate campaign effectiveness; analyze performance and create reports and summaries that could impact future campaigns/seasons.
- Oversee digital strategy: digital ad campaigns, social campaigns, and Google analytics.
- Oversee website improvements and development.
- Oversee direct response campaigns: e-marketing and mail.
- Hire and develop staff: provide management support and job-specific advice and training.

- Oversee collateral development.
- Oversee marketing research; identify department and organizational research needs.
- Build strategic partnerships with key local entities including but not limited to Town of Vail, Vail Resorts, Vail Local Marketing District Advisory Council, Vail Valley Partnership, local municipalities, and more.
- Provide written and oral updates to the Board and committees.

**Qualifications:**

- A Bachelor’s degree in business administration, non-profit administration, or marketing preferred but not required.
- 7+ years in marketing, preferably in the arts or closely related fields.
- 3+ years managing a team.
- Strong combination of project management, analytical, and creative skills.
- Strong knowledge of project management process and familiarity with a workflow or project management system.
- Experience managing online strategy: website development, CMS experience, digital advertising, and SEO.
- Intermediate knowledge of print production, digital, web, and email marketing workflow.
- Intermediate knowledge of digital and social media marketing, email marketing, database systems.
- Experience with a full spectrum of media: print, web, direct response (email and mail), social, broadcast, and OOH.
- Strong copywriting and copyediting skills.
- Excellent written and verbal communications skills; strong interpersonal skills.

**Compensation:**

Salary \$75,000 - \$90,000

**Benefits:**

- Group insurance (medical, dental, vision, life)
- Health incentive
- Paid holidays, personal/medical and vacation
- Company matching retirement contribution

*We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity, or any other characteristic protected by federal, state, or local laws.*

**How to Apply:** Email resume and cover letter to [jobs@bravovail.org](mailto:jobs@bravovail.org) with subject line: Director of Marketing Position.