

LYRIC OPERA

KANSAS CITY

Job Title: Director of Marketing and Communications
Reports to: General Director and CEO
Status: Exempt, Full Time, Regular
Supervises: Marketing Operations Manager
Marketing Communications Manager
Senior Manager of Ticketing and Patron Services
Creative Consultants and Public Relations Consultants
Works With: General Director and CEO
Senior Leadership Team

Job Summary: The Director of Marketing and Communications is responsible for the strategy, implementation, evaluation and achievement of earned ticket revenue goals and for the development and effective implementation of communications. The Director is charged with providing clear and consistent leadership and oversight of the Marketing and Ticketing and Patron Services (T&PS) teams. The Director is responsible for developing short-term and long-term marketing and communications plans in support of LOKC productions, publications and events. The Director is also charged with managing the Company's brand identity both internally and externally. The Director is responsible for tracking and analyzing sales and attendance data to monitor and improve the Company's sales performance. In cooperation with the CFO, the Director will generate relevant financial analysis to assist in developing ongoing strategies to maximize ticket revenue and to create and monitor the annual budgets for both Marketing and T&PS teams.

The Marketing and Communications team is responsible for subscription and single tickets sales campaigns, advertising, audience development, publicity, press releases, communications, forecasts, publications, public relations budget oversight, community partnerships and engagement. The T&PS team is responsible for providing excellent customer service to our patrons and the sale and distribution of tickets for LOKC performances.

The Director of Marketing and Communications serves an important role on the senior leadership team. This team is charged with creating and embracing opportunities to position the Company as a leader and integral player in the Kansas City Arts Community. The Director works closely with the Chief Financial Officer, Chief Development Officer and other Directors.

Accomplish the objectives of Lyric Opera of Kansas City and the Marketing Department:

- Support the Company's mission to make Lyric Opera of Kansas City indispensable to the public through transformational opera experiences and broad service which captures the hearts and minds of our communities.
- Strive to create a culture that emphasizes quality, continuous improvement, and high performance.
- Maintain and present a positive attitude with public, donors and staff.
- Analyze key sales and marketing information for presentation to the directors or the Board.
- Participate with senior leadership team in the creation and implementation of audience development and engagement initiatives.
- Deepen relationships with patrons and the community through communications events and engagement programs.
- Possess the knowledge and ability to conduct/coordinate appropriate market research as needed.

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Leadership and Management

- Responsible for leadership and management of Marketing and T&PS teams.
- Responsible for annual evaluations and goal setting of all direct reports.
- Embrace and model the core elements of the Statement of Common Understanding.

Revenue Generation

- Develop and recommend annual departmental business plans and budgets for revenues and expenses that support the program and earned income goals of the Company.
- Responsible for supervision of the scale, pricing and inventory management and reporting, in collaboration with the Senior Manager of T&PS.
- Prepare marketing reports as requested for the General Director and CEO and present to the Board of Trustees.

Communications Planning and Brand Management

- Direct marketing and communications campaigns which span across all communication channels (including, but not limited to, direct mail, print, social media, E-Commerce and broadcast media).
- Creation and implementation of communications and brand management plans.

Audience Development

- Research, develop and implement strategies for the retention and expansion of the Company's audience.
- Work with all staff, especially T&PS team, on strategies that build patron loyalty.
- Participate in peer arts marketing meetings.
- Research, develop and implement strategies to expand the footprint of the Company through engagement programs which connect the Company to the community. To be done in collaboration with the Director of Education and Community Engagement.

This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of this position. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Competencies:

- A demonstrated ability to collect, analyze and act upon financial and demographic data and use related metrics to produce increases in the effectiveness of the marketing programs.
- Superior knowledge of opera and the performing arts industry.
- Ability to communicate effectively with a multi-generational audience.
- Ability to effectively manage staff.
- Collaborate with staff, professional colleagues, and supporters.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office (including; Word, Excel, Outlook, and Power Point)
- Experience with Tessitura a plus.

Work Environment: This job operates in a professional office environment as well as a rehearsal and performance environment.

Physical Demands: Most of the work is of a sedentary nature sitting at a desk, using a computer, phone and other office equipment, but filing and other duties are required. This will require the ability to lift files, open filing cabinets and bend or stand as necessary. Must have the ability to lift 25 pounds.

Position Type and Expected Hours of Work: This is a full-time, exempt, regular position. Regular office hours are 9am to 5pm, Monday through Friday. Rehearsals, performances, and other Company events are often held during evenings, weekends, and holidays, as well as during the regular workday. Work will require attendance at performances, Board Meetings and other Company events. While most work occurs in relation to a long-term plan, the Director will be required to be flexible to changing priorities. This could include additional projects and events that may require overtime. The Director must be able to manage short-term deadlines and be accountable to LOKC peers.

Required Education and Experience:

- Bachelor's degree in Marketing or Arts Administration from an accredited baccalaureate program or an acceptable equivalent. Master's degree preferred.
- A minimum of five to seven years of experience in arts marketing with a demonstrated history of producing outstanding results.

Performance Measures:

The following are key items that will be utilized to evaluate performance of the work and will become part of this position's annual performance evaluation document:

1. Develop and maintain a responsible budget for the Marketing and T&PS departments.
2. Management and development of staff to ensure a high level of performance, cooperation and tenure.
3. Grow earned income revenue commensurate with anticipated Company growth.
4. Develop initiatives to enhance and expand communications engagement.
5. Function as an asset to senior leadership team.

Signatures:

This job description has been approved by all levels of management:

Supervisor: _____

Human Resources: _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of this position.

Employee: _____

Date: _____