



**Marcus Performing Arts Center
Position Description**

Job Title	Vice President, Marketing & Communications
Department	Executive
Reporting To	President/CEO
FLSA Status	Exempt
Employment Status	Full-Time
Direct Report(s)	Director of Group Sales, Director of Ticketing, Sr Manager Marketing, Communications Manager

JOB SUMMARY

The Vice President of Marketing is a strategic, creative, data-driven leader who directs Marcus Performing Arts Center’s marketing, sales, and audience engagement initiatives. This role is responsible for setting strategy, aligning marketing and sales initiatives, media strategy, and enhancing guest insights through data and research to drive earned revenue and brand visibility. This individual will speak with the voice of MPAC, have the capacity to represent that voice externally and be a central hub for communication materials across all departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop integrated marketing strategies and processes to support the full range of MPAC’s programs and initiatives. This includes Broadway tours, MPAC Presents series, concerts, speakers, immersive experiences, outdoor festivals, special events, education programs, and community events.
- Drive digital use and innovation in marketing across all digital channels.
- Guide the strategic use of data analytics, consumer research, reporting, and CRM capabilities to generate audience insights that drive enhanced segmentation and tailored communications, measure campaign effectiveness, and support long-term audience development and retention.
- Oversee staff who work with touring show press agents, producers, and national marketing teams to ensure an effective working relationship.
- Forge a synergistic partnership with all departments, harmonizing marketing, creative, community relations, communications, sales, sponsorship, business development, and guest services endeavors.
- Provide leadership in the creation of visual assets that dynamically tell the story of MPAC’s programming, programs, and membership /fundraising campaigns.



- Oversee departmental budgets and cost-effective allocation of resources aligned with performance and strategic priorities.
- Achieve financial goals by establishing objectives, developing budgets, controlling cost, and maximizing use of assets. Ensure continual analysis to measure and improve. Oversee all expenditures of the annual marketing/communications and sales budget.
- Lead the process of development and/or publication of press releases, media holding statements, Q&A preparation and external presentations, as applicable.
- Create and implement fully integrated marketing plans to ensure ticket sales meet established budgetary goals.
- Establish and maintain relationships with relevant external partners, media and organizations.
- Manages all show budgets including allocating funds, tracking spends and delivering timely reports, settlements and required back up.
- Direct the implementation of an integrated marketing strategy and sales plan to support subscription, single ticket, and group sales goals through traditional tactics as well as in contemporary channels of digital media, and direct response.
- Leads PR efforts to build brand with artists, industry representatives, media and community to generate significant earned media coverage
- Manage the crisis communications process to ensure a streamlined response to necessary stakeholders in an efficient and timely manner.
- Oversees the operation of a website, email marketing program and all social media marketing efforts.
- Manages and supports marketing relationships with resident partners

This job description provides the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required.

Education and Experience

- At least 10 years of senior-level marketing experience, preferably in the performing arts or live entertainment sector
- Proven expertise in building a marketing and/or communications team that has its eye on the future and is responsive to its constituencies and the marketplace.

- Strong experience in CRM platforms, pricing, segmentation, and analytics.
- Familiarity with Broadway touring and national promotional practices is a plus.

Knowledge, Skills and Abilities

- A commitment to the arts and arts education
- Ability to be appreciative of diverse perspectives, and a commitment to the organization's initiatives regarding racial equity, diversity, and inclusion (REDI)
- Display curiosity, comes up with useful ideas that are new, better, or unique; Introduces new ways of looking at problems; Can take a creative idea and put it into practice; Encourages diverse thinking to promote and nurture innovation.
- Collaborate, work cooperatively with others across the organization to achieve shared objectives; Represents own interests while being fair to others and their areas; Partners with others to get work done; Credits others for their contributions and accomplishments; Gains trust and support of others
- Display tech comfort by anticipates the impact of emerging technologies and makes adjustments; Scans the environment for new technical skills, knowledge, or capabilities that can benefit business or personal performance; Rejects low-impact or fad technologies; Readily learns and adopts new technologies.
- Be responsive, readily takes action on challenges, without unnecessary planning; Identifies and seizes new opportunities; displays a can-do attitude in good and bad time; Steps up to handle tough issues
- Display change agility by dealing comfortably with the uncertainty of change; Effectively handles risk; Can decide and act without the total picture; Is calm and productive, even when things are up in the air; Deals constructively with problems that do not have clear solutions or outcomes
- An entrepreneurial and creative thinker and doer with strong verbal and written communications skills and exceptional attention to detail that is driven to identify target audiences and devise campaigns that engage, inform and motivate
- Proven track record in driving revenue and meeting or exceeding budget goals.
- Background in consumer research, survey design, and focus group facilitation.
- Demonstrated ability to lead and contribute to creative concept development and brand storytelling.
- Excellent strategic thinking, communication, and project management skills.
- Passion for the arts, entertainment, and education as essential elements of a vibrant, healthy community.
- Thrives in a fast-paced, dynamic environment with shifting priorities and multiple concurrent projects.



WORK ENVIRONMENT / JOB SPECIFICATIONS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Primarily perform work in a shared office environment. While performing the duties of this job, the employee is required extensively to sit and operate, handle or touch objects, tools or controls. Occasionally move around the office and access or use computers, office equipment, and other pertinent supplies, space or equipment used to perform the duties of the position. Work with frequent interruption. The employee is frequently required to talk or hear and requires close vision. The employee is occasionally required to stand, walk, stoop, kneel or crouch and lift up to 20 lbs. Must have reliable transportation to travel to offsite businesses for events, programs, meetings, etc.

The noise level in the work environment is usually quiet.