

MARKETING DIRECTOR
Garde Arts Center

The Garde Arts Center, Southeastern Connecticut's non-profit home for the performing arts, and owner and operator of the historic 1420-seat Garde Theater in the heart of New London, is seeking a Marketing Director responsible for strategic planning and execution of all sales and communication efforts; printed and digital collateral; advertising, media and public relations plans; sponsor development and management; patron relations/events; web and digital media efforts; outreach and audience development; and brand consistency.

The position reports to the Executive Director and oversees the box office staff, patron data manager, front of house staff, and outside graphic design, social media and print service providers. The ideal candidate will have at least five to seven years of experience in marketing for not-for-profit institutions in the performing arts, preferably with experience running a department or team. Salary commensurate with experience.

Please submit a letter, resume and supporting materials, if any, to cz@martinvinik.com

or mail to

Claudia Zelavansky
Garde Marketing Search
Martin Vinik Planning for the Arts
1026 Ulster Landing Road
Saugerties, NY 12477

No phone calls please.

POSITION SUMMARY

The Marketing Director will help devise and implement annual event marketing strategies through ticket, playbill and merchandise sales, corporate and events sponsorship development, and brand and patron awareness locally and regionally. From a marketing and sponsor development perspective, the position is a critical community face for the institution.

The candidate should be a strong influencer and effective negotiator, who is self-motivated and has a proven track record of non-profit marketing, patron relationships management, fundraising, and communication, ideally in a performing arts environment. The candidate will have a deep appreciation for a range of arts disciplines and the value of diverse audiences and have a can-do approach to creating dynamic plans within a limited budget.

The candidate should have an appreciation for how arts presenting in a historic theater or similar venue has the potential to create community and economic development, relish creative

problem solving and be dedicated to developing innovative strategies for communicating the Garde's singular vision.

POSITION BACKGROUND

The staff of the Garde Art Center is unique for its small size and high impact. Current full-time positions number less than ten and include the Executive Director, Director of Marketing & Development, Events Manager, Accounting Manager, Production Manager, Technical Director, Box Office manager, and Database Manager. The staff is supplemented by part-time house managers, volunteer ushers, on-call stage crew, and contracted social media and design. The current Executive Director has served for 31 years. The current Marketing & Development Director has served for 11 years and will be retiring as of February 2020.

Moving forward, the Marketing and Development duties will be split into two different jobs. The new position of Marketing Director represents the first senior management hire since 2008 and offers the candidate a considerable opportunity for leadership and impact, as the Board undergoes a succession planning process. The organization is seeking a candidate with executive level interests and skills.

PRIMARY RESPONSIBILITIES

Business Development

- Develop initiatives to drive patronage and contributed revenue sources, including ticket sales and beyond.
- Deepen and expand existing creative relationships with arts management and marketing representatives, as well as develop new partnerships.
- Deepen, expand and maintain relationships and partnerships with community leaders, corporate and business partners, nonprofits, government, media and funders, other arts partners, and sponsors.
- Develop, implement and monitor audience development and marketing components of annual and multi-year strategic plans

Sponsorship and Communication

- Initiate, expand and manage existing and potential corporate, community and media relationships
- Develop innovative group and targeted audience segment marketing and sponsorship income packages.
- Manage and expand *Playbill* and website advertising
- Enhance and develop patron support services in collaboration with Executive Director and staff team
- Deliver pitches and presentations to clients and stakeholders

QUALIFICATIONS

The ideal candidate will have at least five to seven years of experience in marketing for not-for-profit institutions in the performing arts, including

- soliciting, developing and maintaining program and audience sponsorship
- working with talent agencies' marketing representatives particularly desirable.
- developing, writing and delivering external multi-platform communication programs
- developing and implementing community partnerships
- design oversight for print and web-based marketing
- developing promotional strategies for a wide range of artists and audiences
- developing and managing budgets, overseeing design and execution of marketing materials, and implementing marketing plans

The candidate should have a comprehensive knowledge of marketing and communication concepts, practices, and techniques, sales, pricing and ticketing strategies, print production process, media planning, buying, and performance analysis, and creative design.

It is helpful to have a knowledge of PatronManager, Salesforce, MyEmma email marketing, and Adobe Creative Suite, retail management, performing arts programming experience, and a relevant degree in arts marketing or arts management related field.

Qualities

- An independent mind, sense of humor, creative ways of approaching challenging projects, the ability to engage with diverse individuals and topics, an attention to detail, and a passion for the arts.
- Able to work collaboratively with internal and external stakeholders, receive feedback, and provide design solutions.
- Hands-on self-starter who works well within a fast-paced environment and effectively manages multiple complex projects and meets multiple deadlines
- Excellent interpersonal, verbal, written, and public relations skills including the ability to work seamlessly with staff at all levels
- Flexible, collaborative work style, and the temperament necessary to work directly with artists.
- Leadership skills and the ability to galvanize a team.

MARKETING DIRECTOR TASKS include

Advertising

- Plan and execute all advertising and marketing campaigns for a diverse spectrum of programs and projects
- Oversee all printed and digital design projects with outside designers and printing vendors

- Plan all direct mail campaigns
- Write copy and place TV ads and PSAs
- Collaborate with media outlets, groups, and artists management to develop and implement event marketing promotions
- Develop and implement cross-promotions and sponsor-related marketing
- Oversee ticket donations
- Solicit and administrate *Playbill* ad sales

Box Office and House

- Set pricing agenda
- Oversee and approve direction and policies for box office manager
- Direct all box office and front of house operations, including customer service
- Oversee interior promotional displays and stocking
- Provide copy for Marquee signage

Communications and Media Relations

- Oversee editorial content in all platforms
- Oversee all digital media initiatives, including photography, videography, and other recordings for artistic programs, historic content, and archival documentation.
- Manage marketing contacts and develop website and digital marketing content and strategies
- Manage all press releases, media interviews, coordinating with artists for press opportunities, onsite press events, photo shoots and press performances
- Help generate feature story coverage in various local and regional media
- Design and send promotional and informational emails (MyEmma) to prospective audiences
- Maintain files and records of marketing activities as appropriate.
- Develop Event Marketing Plans/Budget, and marketing reports and settlements with agency representatives

Print Creation

- Oversee copy, design, printing and distribution of print collateral (paid advertising, flyer circulation, mailings)
- Develop, maintain and monitor publicity calendars and print schedules
- Gather copy and design communication and strategy packets for sponsors, press, prospective facility renters

Audience, Sponsor and Donor Relations

- Lead all audience development efforts, including market research and audience surveys
- Recruit and manage event sponsorships and community partnerships
- Develop all CRM (moves management) initiatives
- Maintain and help manage PatronManger CRM and database
- Coordinate correspondence and acknowledgments through PatronManager
- Ensure sponsor fulfillment (ticket requests, speaking, signage, logo use, events)

- Assist in fundraising materials and strategies from a marketing and sponsorship perspective.
- Develop targeted grassroots and community outreach initiatives in support of mission
- Assist with the development of rental business strategies, budget projections, and ongoing program development

THE GARDE ARTS CENTER MISSION

The Garde Arts Center strives to engage, enrich, entertain, educate and inspire the region of greater New London County, by:

- Protecting, operating and enhancing the historic Garde Theatre and its facilities as a central cultural gathering place and educational resource,
- Presenting top-quality performing arts and film events,
- Fostering community arts organizations,
- Providing educational opportunities in and through the arts, and
- Strengthening community interaction and vitality.

THE GARDE IN THE COMMUNITY

Located in the heart of downtown New London, the Garde Arts Center is Southeastern Connecticut's home for the performing arts, cinema and arts education. The Garde serves a small, vibrant waterfront city of 28,000. The City is home to Connecticut College, US Coast Guard Academy, and the region's hospital. New London houses a multi-modal transportation hub (ferries, trains, autos, recreational boating), and has an overall regional market of about 250,000 people within a 20 minute drive, including Mystic Seaport, Mystic Aquarium, the Eugene O'Neill Theater Center, the US Navy Submarine Base, Electric Boat Division/General Dynamics, Pfizer, Connecticut College, US Coast Guard Academy, and the two largest independent casinos in the world - Foxwoods and Mohegan Sun - both on Native American reservations. The Garde organization is a deeply respected economic catalyst and institutional partner for the City, the region, and the State. It counts among its many corporate partners Atlantic Broadband, The Day newspaper, Dominion Energy, and Olde Mistick Village.

GARDE ARTS CENTER HISTORY

Founded in 1985, the non-profit Garde Arts Center owns and operates the historic 1420-seat Garde Theater, 100-seat Oasis Room, and four adjacent office buildings that house offices, galleries, storefronts, and storage.

The Garde Theater opened in 1926 as a vaudeville and movie theater. Built during the height of the movie palace era as a "photoplay house" by architect Arland Johnson, the Garde was hailed by the press of that time as "one of the finest theatres in New England." Typical of the era, the theatre was a stage for vaudeville as well as film.

For decades, the Garde Theater played a central role in the community life of New London and Southeastern Connecticut. Its ornate Moroccan interior, giant screen, and marvelous acoustics

ensured that Warner Bros., who purchased the Garde for \$1 million in 1929, would maintain it as one of the region's most stunning and viable movie theaters.

In 1987, the Eastern CT Symphony Orchestra made the Garde its new home. In 1988, the Garde hired its first executive director, Steve Sigel, and began presenting a full spectrum of performing arts series: dance, musical theater, contemporary music, and family events. Notable performances from that period included Marvin Hamlisch, Itzhak Perlman, Tony Bennett, Johnny Cash and others. In 1993, a \$15.75 million fundraising effort began – the Campaign for the Garde 2000 – to restore and expand the theatre. In October 1998, the Garde opened with its new lobbies and storefronts and, one year later, the theater opened with the theater interior restored.

Most recently, in 2014, a community campaign preserved the Garde's legacy as a preeminent movie house with a new state-of-the-art 4k digital cinema and eight-channel surround-sound system. Under the brand “The Garde Cinema - the real movie palace experience” new, contemporary, independent and classic films are showcased on the giant Garde movie screen.

GARDE PROGRAMMING OVERVIEW

The Garde presents the best in performing arts including national Broadway musical tours, headliner entertainment, dance, opera, family and special events and authors. Contemporary, classic and independent film, as well as movie premieres, are featured on a giant screen with state-of-the-art digital projection.

Constituent presenters at the Garde include the Eastern Connecticut Symphony Orchestra, Eastern Connecticut Ballet, The Connecticut Lyric Opera, the Salt Marsh Opera, New London Public Schools and other school districts, and other local arts organizations and performing arts schools. The Garde is also a prized location for political debates, educational forums, civic gatherings, graduations, fundraising events, conferences, weddings, receptions, and other private uses. The P:ACE initiative– Partners: Arts, Community & Education – strategically links Garde programs and services with artists, students, and community and social service organizations.

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