



Senior Marketing Officer POSITION PROFILE

ArtsEmerson invites applications and referrals for the position of Senior Marketing Officer. This is a promising opportunity for a talented and ambitious leader. Candidates from diverse backgrounds are strongly encouraged to apply.

About the Organization

ArtsEmerson (AE) is the professional presenting and producing organization at Emerson College, based in the heart of downtown Boston. Founded in 2010—the year the U.S. Census confirmed there was no single cultural majority in Boston—they set out to foster positive change in this historically segregated city. They did not see this change as a byproduct of the work, but rather, as the primary purpose. AE aims to tear down traditional cultural divisions and invest in a vibrant, connected Boston.

The company's initial seasons focused on building a world-class cultural institution, raising awareness of its existence and work, and forging a reputation for artistic excellence. In 2013, they expanded their focus through a variety of civic engagement activities, setting out to become an effective partner in Boston's efforts to foster social cohesion. AE was first named "Boston's Best Theater" by *Boston Magazine* following its 2012/13 season. When naming AE "Boston's Best Theater" again in 2015, *Boston Magazine* wrote, "Most impressive, ArtsEmerson realizes its global vision while remaining audience-focused and community-centric." In 2019 WBUR recognized AE as a "A Model for Equity in the Arts," stating, "From its inception, ArtsEmerson has instituted programs at the intersection of civic dialogue and artistic exploration that have expanded its audience and engaged communities that arts organizations have historically ignored."

Since then, AE has worked to build diverse audiences that reflect Boston as a whole. While borders, intolerance, and isolation may try to separate, art and conversation connect people over differences. Through the lens of contemporary works from around the globe, audiences throughout the city are inspired to reflect on what's happening in Boston and in the larger world. In this way, we all step into someone else's shoes and engage with questions of equity and justice.

AE's globe-spanning theatrical performances, films, and public dialogues invite each of us to be part of a Boston that is more creative, equitable, and connected.

ArtsEmerson is led by Executive Director David C. Howse and Director of Artistic Programming Ronee Penoi.

About Emerson College and Boston

Emerson College, a non-profit educational institution, draws independent minds from diverse backgrounds around the world through its highly regarded academic programs in communication, the arts, and the liberal arts. Its students are creative thinkers and doers who develop their own personal voice and expertise in professions that profoundly shape society and culture in the 21st century. Emerson is knit into the fabric of Boston, and in turn the city powers everything the College does. It is a metropolitan area with more than 300,000 students and more than 80 colleges and universities.

Emerson's downtown campus is across from historic Boston Common, and around the corner from global news organizations, publishing companies, research institutions, literary journals, state and local government offices, advertising agencies, and nonprofits. These include world-class institutions such as the Wang Theatre; Boston Opera House; Institute of Contemporary Art; Museum of Science, Boston; Museum of Fine Arts, Boston; Isabella Stewart Gardner Museum; John F. Kennedy Presidential Library and Museum; and many more.

The Position

The Senior Marketing Officer (hereafter the SMO) is a leadership position responsible for directing the Marketing & Communications, Guest Experiences, and Box Office teams in implementing audience experience strategies for the Emerson College Office of the Arts. They are responsible for developing the vision, strategy, and brand identity for ArtsEmerson, the Office of the Arts, and its onstage works, film series, suite of on- and off-campus engagement events, and digital offerings. Reporting to the Executive Director, the SMO is a member of the organization's senior management team.

This position currently supervises seven staff members, including three direct reports, with additional staff to come. The SMO also manages outside entities including an external public relations representative, an advertising agency, and a digital advertising agency.

The SMO is expected to reside in the Boston area and work primarily on-site.

Primary Duties & Responsibilities

- Create, implement, and measure comprehensive and strategic marketing, communications, public relations, and audience development plans to drive earned revenue generation and enhance AE's image and position as a leading arts organization in the Boston market and beyond.
- Manage collateral production processes to support organizational marketing communications, public relations, audience services, and Office of the Arts activities, including publications, media relations, digital presence, as well as on-site/lobby signage.
- Adhere to expense budgets for marketing, communications, and audience services expense objectives, including regular evaluation, forecasting, and reporting to the Executive Director.
- Direct earned revenue operations, including development of pricing and on-sale plans and, in partnership with Box Office and the Director of Business Services on preparation of end-of-run

settlements.

- Maintain AE's and Office of the Arts' identity and brand, ensuring articulation of the organization's desired image and position to all audiences internally and externally.
- Develop and maintain a cohesive forward-facing audience experience, including streamlining operation and collaborations across Marketing & Communications, Guest Services, Box Office, while working closely with the engagement team.
- Lead, supervise, and mentor the Marketing & Communications and Guest Services staff; communicate shared goals and KPIs; and foster a collegial and sustainable culture.
- Represent Office of the Arts and ArtsEmerson on campus, in the community, and at programming as required.
- Actively collaborate with the Director of Artistic Programming and Executive Director on season planning.
- Negotiate media buys, marketing sponsorships, and promotional partnerships.
- Lead and participate in additional projects as assigned.

In addition to regular office hours, this position involves frequent night and evening commitments around productions and institutional events.

Attributes and Qualifications

The ideal Senior Marketing Officer is an outgoing and confident leader and collaborator. They're a natural strategic planner who activates the latest best practices and innovations in performing arts marketing. They rely heavily on data to drive decision-making. They have the capacity to contribute a marketing-driven perspective to programming conversations. They demonstrate a strong aesthetic sensibility, creative vision, and a genuine interest in trying new methods and approaches. The SMO is a creative, collaborative, inclusive, and appropriately risk-tolerant leader who inspires a dedicated staff that produces high-quality work in a complex, fast-paced environment. The SMO cultivates a culture of hard work, mutual respect and ongoing learning, and models the values of the organization. They are an enthusiastic advocate for the arts communities of Emerson College and the greater Boston area.

Additionally, the successful candidate will exhibit:

- Demonstrable commitment to cultivating and managing a diverse staff and creating a positive, collaborative, and productive culture
- A desire to advance the field in terms of inclusivity and impact of the arts in civic life, including a deep interest in and commitment to access and equity for audiences, staff, and supporters
- Intellectual curiosity, drive, and enthusiasm
- A record of progressive accomplishment in marketing for a multi-million-dollar organization, preferably but not essentially in the live events industry
- Dedication to long-term strategic planning and a demonstrated ability to implement effective marketing plans

- Experience with multi-channel subscription and single ticket campaigns
- Superlative communication skills, both in writing and in person
- Proficiency in all facets of current digital advancement trends
- Superior analytical skills, including statistical analysis, revenue projection, and pricing strategy
- Experience with MS Word products (Word, Excel, PowerPoint, others)
- Experience with CRM systems; AudienceView experience a plus
- Maturity, steadiness, and a sense of humor
- The capacity to add value and perspective to organizational culture

Love of theatre and/or the performing arts – especially from international backgrounds -- is a must! So is a strong sense of humor.

An Exceptional Opportunity

AE offers a salary between \$125,000 to \$135,000 and full benefits including health and dental insurance, access to a 403B retirement plan, and paid vacation and sick leave. AE also offers a diverse, congenial, supportive environment conducive to professional growth.

Application Process

This position is available now. AE is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

Sweibel Arts is conducting this search on behalf of AE. Qualified individuals are invited to submit a resume and an expression of interest (letter, video, audio) that speaks to accomplishments, skills, and characteristics that distinguish the candidacy. Please, no phone calls.

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A review of prospective candidates will commence immediately and continue until the position is filled. Candidates of interest will be contacted. We regret that we're unable to follow up with every candidate. No phone calls, please.

To learn more about the theatre, please visit ArtsEmerson.org.