

Overture Center Foundation Vice President of Marketing and Sales

The VP of Marketing and Sales is responsible for maintaining Overture Center's media and industry relations, advertising, interactive programs, and communications, as well as conducting market and customer research, providing strategic direction in institutional messaging and in public, governmental, and community relations. The VP of Marketing and Sales is a member of the senior executive team and is responsible for creating marketing strategies to drive Overture revenue.

Key Responsibilities

Develop and implement comprehensive and strategic marketing plans that position Overture Center Foundation (OCF) locally and regionally, while maintaining and building audiences for OCF direct lines of business. **Develop and implement strategies that build OCF's institutional brand and identity including key communication messages to enhance Overture's image and to increase revenues.**

Plan and execute subscription and single-ticket sales campaigns, including all forms of advertising, direct mail, e-marketing, telemarketing, group sales and community partnerships to achieve maximum attendance and sales revenue. Develop and monitor the marketing budgets and ensure that expenses are managed efficiently.

Develop and implement new marketing strategies including variable pricing and integration of new media technologies. Direct marketing research and monitor marketing trends in the performing arts field and in the community; conduct analysis of audience and other relevant data, recommending and implementing marketing strategies based on the findings.

Oversee internal and external communication standards, including editorial and design standards for marketing and other publications, including website content and development.

Manage staff to establish and implement marketing plans, goals and budgets. Work closely with the Development department to position Overture to our funding community. Work closely with the Programming and Operations departments to position all Overture programs and events.

Oversee policies, procedures and operation of the marketing department and ticket office. Oversee ticket office sales staff; monitor vendor contract compliance for the ticketing, customer database, and patron access computer system; oversee the negotiation of renewals, performance standards and fees.

Perform related work as required.

Qualifications and Requirements

Bachelor's degree in Arts Administration, Business, Marketing, or related field required; Master's degree preferred. Candidate should have a minimum 10 years' experience in marketing and sales, or comparable field, including 4 years' experience in a senior management position.

Must demonstrate knowledge of and enthusiasm for the performing arts, as well as strong strategic planning and analysis skills in sales, marketing, and business strategy. Must have the ability to plan and manage at both strategic

and operational levels; to develop and implement marketing and sales strategies, advertising campaigns, and partnerships; and to work collaboratively with colleagues and staff to create a results-driven, team-oriented environment.

Salary will be commensurate with experience. OCF offers an excellent benefit package including health insurance, 401K, and generous paid leave.

Submit a resume and cover letter detailing your interest, qualifications and salary requirements to:

Director of Human Resources
Overture Center for the Arts
201 State St
Madison WI 53703

Or email careers@overturecenter.com

Applications will be accepted until the position is filled.

Overture Center for the Arts is committed to engaging the community in the arts, and is dedicated to providing extraordinary experiences for everyone who shares in this remarkable community asset. Every member of the Overture team will maintain the highest standards of quality and customer service in every action, performing in an environment of proactive team effort, outstanding customer service, active brand advancement and passion for mission fulfillment.

OCF is an Equal Opportunity Employer. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of the position.