

## Director of Marketing & Communications

*Full-time / Salary Range: \$85,000 - \$100,000*

### **Your Marketing and Communications expertise will help shape our organization's future!**

Caramoor seeks to build a robust and innovative marketing and communication effort with a focus on story-telling. Reporting to the President & CEO, **the Director of Marketing and Communications** will be integral in managing and developing a full range of marketing channels that enhance marketplace perception and build awareness to drive engagement and participation.

**You are:** Creative, curious, tech-savvy and collaborative. From inception to completion and ensuring unity and consistency across all mediums, you are able to execute on marketing initiatives and earned revenue goals. You are driven by results and will have a direct impact on revenue by raising the profile and awareness of Caramoor throughout the region. You are enthusiastic about leading and motivating a team with creativity, innovation, and with a spirit of openness and empowerment.

**We are:** A team of marketing and communication and box office professionals who have a passion for and understand the importance of experiencing live music in a variety of genres.

**Together we will:** Partner with the CEO in bringing our Marketing vision to life! Your experience and creative and innovative spirit will help make new opportunities possible. Be an ambassador for all of Caramoor's programs including public and private events, education programs, and community engagement. Deliver on marketing goals that enhance and highlight our brand value and drive broader participation.

### **What you'll do – Essential responsibilities**

- Lead, motivate, and mentor the Creative Media Group with clear strategic direction, delegation, and goals; Serve as staff liaison to the Marketing and Communications Committee;
- Oversee the development and production of communication and promotional materials for all external and internal marketing initiatives;
- Supervise all aspects of digital marketing communications including website, display ads, SEO, email marketing, and social media;
- Assist in achieving or exceeding revenue goals;
- Maintain the brand archetype and voice that are consistent with Caramoor's organizational values and mission;
- Lead creative direction;
- Work with consultants and agencies to ensure clear communication and to leverage strategic thought partners;
- Design and analyze research methods to drive data-informed decisions;
- Manage marketing and personnel budgets.

### **What you'll bring – Qualifications**

- You have directed a marketing function with four to six years of experience in digital marketing, public relations, communications; experience with non-profit performing arts will make you a stand out candidate;
- Strong project management and creative problem-solving skills;
- Experience in social media, graphic design, film, video and audio technologies as marketing tools
- Exceptional writing and editing skills;
- A comfort with and a strong ability to speak to diverse audiences;
- Demonstrated experience using data to create successful marketing strategies;
- Demonstrated experience with SEO, web, social media, mobile, and channel marketing;
- Enthusiasm and interest in having a meaningful presence at most of Caramoor's public events/performances; flexibility to attend weekday evening and weekend events, particularly during the summer season;
- Bachelor's degree.

**What we'll bring** – A team of creative and accomplished mission-driven arts professionals who thrive in a fast-paced environment where music, nature, beauty and art are part of the everyday experience. We foster a safe, respectful, supportive and collaborative environment that allows people from all walks of life to thrive. A thoughtful and caring benefits package and flexible work schedule are part of our everyday values.

### **What Technology you'll be working with –**

- Proficiency with MS Office Suite, basic HTML, Google Analytics, and Adobe Creative Suite (InDesign, Photoshop, and Illustrator); familiarity with ticketing systems, Word Press, HTML5, Adobe Premiere Pro preferred.

This is an exciting opportunity to join a team of passionate arts professionals, working in partnership with committed and generous volunteer leadership to help shape the future and transform a legacy cultural institution. If you see yourself in this posting, and want to make a difference in our community, we want to hear from you!

**To Apply** – Please submit your cover letter and resume to [personnel@caramoor.org](mailto:personnel@caramoor.org) with “Director of Marketing” in the subject line. **For priority consideration, please respond by February 10th.** We will only contact candidates being considered for the role. No phone calls, please.