

Director of Marketing and Communications Position Profile

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FESTIVAL
USA

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About Spoleto Festival USA

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolina's historic theaters, churches, and outdoor spaces with performances by renowned artists as well as emerging performers in:



Now approaching its 46th season, **Spoleto Festival USA is internationally recognized as America's premier performing arts festival.** Spoleto Festival USA is a 501(c)(3) charitable organization.

Our Mission

The Festival's mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unusual performance opportunities for established artists. The Festival is proud to provide young performers the opportunity to work with master artists, conductors, directors, designers, and performers. Illustrious artists who performed early in their careers at Spoleto Festival USA include Renée Fleming, Emanuel Ax, Joshua Bell, Yo-Yo Ma, and Jean-Yves Thibaudet. Each season, the Festival employs more than 500 full-time, part-time, and seasonal staffers, including 80 musicians for the Spoleto Festival USA Orchestra and 60 apprentices in arts administration and production.



"It will not be like most Festivals... but a unique and fertile ground for the young, and a dignified home for the masters." — Gian Carlo Menotti on his founding vision for Spoleto Festival USA in 1977

Our Story

Spoleto Festival USA was founded in 1977 by Pulitzer Prize-winning composer Gian Carlo Menotti, who sought to create an American counterpart to the annual Festival of Two Worlds in Spoleto, Italy, that he founded in 1958. Looking for a city that would provide the charm of Spoleto as well as its wealth of theaters, churches and other performance spaces, Menotti selected Charleston as the ideal location. The inaugural season was held in 1977.

Spoleto has also served as a catalyst for cultural change in Charleston, aiding in the city's flourishing as a top destination. Together with the city and community leaders, Spoleto has spearheaded the renovations of numerous performance spaces: Festival Hall (formerly Memminger Auditorium), Dock Street Theatre, College of Charleston Sottile Theatre, and the Charleston Gaillard Center.



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In a typical season, **Spoleto mounts 150 performances in more than 10 venues**. The Festival also produces its own operas, specializing in rarely performed masterpieces by well-known composers, American premieres, and traditional works presented in new ways. In its 45-year history, the Festival has produced and/or presented more than 20 opera, dance, and theater world premieres.

About the Position

Director of Marketing and Communications Position Summary

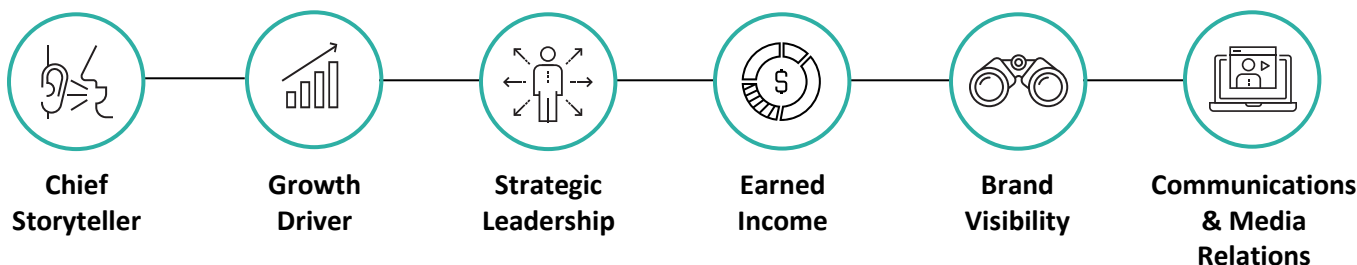
The Director of Marketing and Communications is a Festival department head overseeing all earned income, brand visibility, strategic communications, media relations, and audience-development initiatives. Additionally, this position oversees all customer-facing initiatives, including box office and front-of-house operations. This position will oversee and manage the Associate Director of Media Relations and Communications, Digital Marketing Manager, Box Office Manager and Receptionist/Volunteer Coordinator.

Reports to: General Director

Location: Charleston, SC



Areas of Responsibility:



Chief Storyteller

- Responsible for the overall focus on propelling the festival's reputation as a world-class performing arts organization.
- Develops the strategy for the festival's internal and external communications and coordinates the strategy execution.
- Bring to life the overall Spoleto brand and culture across every platform and touchpoint - creating the brand ethos, ticketing sales and strategy, marketing, and operational standards for the master brand with the understanding that "everything communicates".

Growth Driver

- Analyze sales plans and trends and implement targeted marketing plans to achieve unprecedented growth in audience size, engagement, sales, and ticket revenue.
- Develop tactical, data-driven initiatives to identify, cultivate, and retain audiences through single ticket sales, membership programs, group sales efforts, and other sales initiatives.

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- Collect and analyze audience behavioral information to inform segmentation strategies that increases ticket sales and donations. Lead efforts to conduct audience and market research, inclusive of the customer experience.
- Deconstruct existing organization practices and industry models to introduce and deliver revolutionary processes and experiences that appeal to diverse audiences and develop strategies that influence behaviors, drive sales, excite employees, and keep audiences coming back.

Strategic Leadership

- Coordinate with all departments to cultivate new and more diverse audiences and develop deeper relationships with our community.
- Directly manage the Associate Director of Media Relations and Communications, Digital Marketing Manager, Box Office Manager, and Receptionist/Volunteer Coordinator.
- Coach, mentor, and develop staff, working to build capabilities within the team.
- Establish trusted relationships with the General Director, other members of the leadership team, and board members; serve as a subject matter expert in discussions involving marketing, sales, growth, and public relations initiatives.
- Innovate the approach to marketing and public relations by exploring proven strategies and tactics as well as exploring new initiatives, in collaboration with other members of the leadership team, that may positively impact Spoleto Festival USA's growth goals.

Earned Income

- Create and manage annual marketing expense and revenue budgets, including the generation of ticket revenue projections based on historical sales trends.
- Assist in the ongoing management of the budget, including processing, reconciling, and tracking departmental expenses.
- Establish processes to analyze return on investment of marketing strategies used each season.

Brand Visibility

- Uplift and maintain the Festival's brand in all outgoing material and communications; coordinate with other departments to ensure brand compliance; oversee upcoming Festival rebrand as part of the strategic planning process.
- Serve as one of the Festival's internal Tessitura "super users".
- Manage relationships with third-party vendors including designers, printers, photographers, and digital/branding agencies. Ensure brand integrity when utilizing third-party resources.

Communications & Media Relations

- Oversee all print and digital marketing campaigns, including (but not limited to) all social media content, annual ticket brochure and program book, advertising, email communication, press releases, and website CMS.
- Pursue opportunities to position Spoleto Festival USA for earned media, establishing positive relationships with local, regional, and national media outlets.

Qualifications for Consideration

Education, Experience and Skills Required:

- 5 – 7 years in a marketing and communications role, preferably at a managerial level.
- Strong experience with developing or implementing sales tactics for ticketed events.
- Strong analysis skills with the ability to build and understand reporting.
- Strong writing and presentation skills.
- Strong commitment to exemplary customer service and to working with diverse groups in terms of gender expression, race, sexual orientation, religion, ability, age, class, and immigration status.
- Ability to solve problems with creativity and efficiency and demonstrates exemplary attention to detail and accuracy.

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- Excellent planning and organizational skills with the ability to manage multiple priorities while ensuring work is successfully completed in a timely manner.
- Ability to work in a fast-paced environment while maintaining healthy relationships with co-workers.
- Experience with Tessitura or other similar CRM/ticketing platforms required.

Spoleto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoleto Festival USA does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership, parental status, military status, or any other non-merit factor.

Compensation

Spoleto Festival USA offers a competitive salary and benefits package for qualified candidates. The target salary range for this position is \$100-130k. The salary offered will be commensurate with the selected candidate's experience and qualifications. Benefits include health, dental, vision, life insurance, short and long-term disability, vacation and sick leave, paid holidays, and a matching 401(k) plan. Relocation assistance is available for candidates relocating to the area.

To Apply

Interested candidates should submit a resume and email of interest to the team at Find Great People at spoleto@fgp.com. Questions related to this position should be directed to Christin Mack at cmack@fgp.com.

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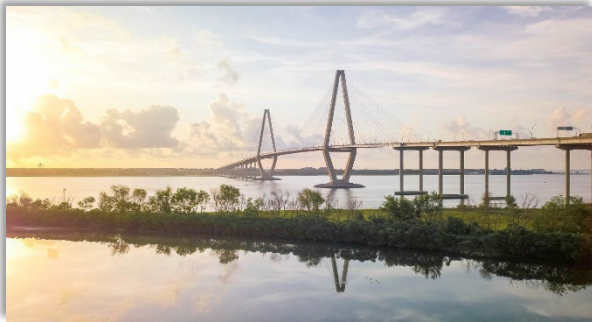
About Charleston, SC

Charleston, SC is the region's star city and one of the South's most appealing destinations. With its cobblestone streets, incredible historic buildings, world-class restaurants and miles of beautiful beaches, hundreds of new residents are moving to Charleston, S.C.— and for very good reason. Charleston has been named **Travel & Leisure's top city in the entire U.S. for many years in a row**. It has also been named the top city by the readers of Conde Nast Traveler.

In Charleston, Southern hospitality is a way of life—in fact, the city has been ranked **one of the friendliest cities in the U.S.** Don't be surprised if strangers go out of their way to help you. Smiling as you pass by or striking up a friendly conversation is just a normal part of living down in the South.

If you're a history junkie, get ready as Charleston is considered an historical sanctuary. As the oldest city in South Carolina, Charleston has retained some of the most fascinating aspects of its history dating back to before the Civil War. Some of the best places to visit include The Battery, Charles Towne Landing, The SC Historical Society Museum, The Charleston Museum, The Old Exchange & Provost Dungeon, Fort Sumter, and Fort Moultrie.

Charleston has what many would consider perfect weather. For most of winter, the temperatures usually don't drop below the 50s. Summers can get pretty hot, but thankfully, the city is surrounded on three sides by water. There are three beaches within a 20-minute drive from downtown, offering plenty of opportunities to cool down: Sullivan's Island, Isle of Palms, and Folly Beach. Enjoy boating, golfing, kayaking, paddle boarding, fishing, or simply soaking up some sun.



Charleston is also a great place to raise a family as it offers impressive schools, moderate cost of living, and a flourishing economy. Home to the second largest school district in SC and very prominent colleges and universities such as Medical University of South Carolina (MUSC), College of Charleston, The Citadel (one of the most prestigious military colleges in the country), and Charleston Southern. Charleston is also home to Academic Magnet High School, ranked the #2 best high school in the United States by US News and World Report.

Whether you're wanting to live close to downtown, in the suburbs, or along the beach, Charleston has a real estate offering that's perfect for you. Some of the most popular places to live include Mt. Pleasant, South of Broad, Sullivan's Island, Harleston Village, and James Island.

Charleston's economy has been growing rapidly over the years and can attribute most of its success to the local harbor and companies like Boeing, Volvo, MUSC that continue to add thousands of jobs to the area.

For information on Charleston, South Carolina, you can also visit:

<https://www.charlestoncvb.com/>

<https://www.charleston.com/>

<https://www.charleston-sc.gov/1021/Visitors>

