

APOLLO



APOLLO THEATER FOUNDATION, INC. POSITION ANNOUNCEMENT

JOB TITLE: Senior Director of Marketing and Communications
DEPARTMENT NAME: Marketing & Communications
LOCATION: New York, NY
REPORTS TO: Executive Producer

PRIMARY RESPONSIBILITY

The Senior Director of Marketing and Communications is responsible for the development and implementation of a strategic marketing plan supporting the Apollo Theater Foundation, Inc. The Senior Director drives programmatic marketing initiatives that effectively promote the content/events developed by and presented at the Apollo to achieve earned revenue goals. S/he leads the creation of institutional marketing strategies that enhance the brand and position the diverse enterprises of the Apollo including its theatre, its programming and education initiatives and its related business activity. S/he develops, pursues and executes mutually beneficial relationships to raise the profile and awareness of the Apollo, its brand and businesses.

ESSENTIAL JOB FUNCTIONS

1. Responsible for the creation of a comprehensive marketing plan that leverages the Apollo's available resources/assets to position the organization and its activities in the competitive marketplace while supporting its day-to-day operations; including strategic communications, creative strategies for all ticket sales, media relations, promotions, event publicity, and public relations.
2. Develops and manages the departmental budget and associated earned revenue goals and organizes the marketing department's annual planning and goal setting.
3. Manages the timely execution of the approved marketing plan.
4. Oversees the daily activities of the Apollo's marketing and communications staff; works closely with advertising agencies, consultants and third-party providers to achieve departmental objectives.

5. Concentrates on the Apollo's brand enhancement to ensure it uniformly translates across all activities. Supports the development of both internal and external branding campaigns that effectively communicate what the Apollo represents.
6. Oversees the creation and production of all institutional (e.g. annual report, facility sales brochure, web, site, donor calendar) and event marketing materials,
7. Evaluates the effectiveness of various strategic marketing initiatives executed on behalf of the Apollo.
8. Directs the market research process to assess customer perceptions (both internal and external) about the Apollo.
9. Responsible for the development and execution of a media partnership plan that enables the Apollo to capitalize on strategic relationships with corporate advertisers and media/entertainment companies.
10. Fulfillment of corporate sponsorship marketing commitments and monitors execution to ensure ongoing relationships that benefit the Apollo.
11. Represents the Foundation in the community.
12. Works successfully with the Apollo's senior management team, as well as fosters solid relationships with all other pertinent staff members.
13. Oversees the preparation of board and executive staff reports; supports board marketing committee and works with Executive Producer and board on short and long term planning.
14. Other duties as requested.

REQUIREMENTS

- Minimum of six years in Marketing/PR management at performing arts or entertainment enterprise.
- Excellent writing skills
- Excellent verbal communication skills
- Proven ability to develop and manage a budget
- Ability to consistently work on multiple projects
- Supervisory skills
- Bachelor's Degree required, Master's Degree preferred

If you are interested in this position, please e-mail your resume, cover letter, references and salary history to:

humanresources@apollotheater.org

Include job title in subject line. No phone calls please.

Apollo Theater Foundation, Inc - EOE