

APOLLO

JOB TITLE: Director of Marketing
DEPARTMENT NAME: Marketing and Communications
LOCATION: New York, NY
REPORTS TO: Senior Director, Marketing and Communications
FLSA STATUS: Exempt

Position Summary: This position is responsible for the development and execution of marketing campaigns to achieve attendance and revenue goals for the Apollo Presents season of cultural events including music, dance, comedy, Apollo Education and Community programs. The Director of Marketing works in close collaboration with the Programming, Digital Strategy, Public Relations, Box Office, and CRM leads to ensure an aligned strategy and brand positioning for all presentations. Reports to the Senior Director of Marketing and Communications.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Campaign Planning & Project Management

- Develop strategic and creative marketing plans that drive awareness, engagement and attendance for Apollo events and initiatives.
- Present marketing plans and shares point of view with Apollo Programming team while encouraging collaborative ideation.
- Monitors sales performance and drives promotional initiatives as needed to maximize campaign effectiveness.
- Oversee the creation and production of all event marketing materials including season brochures, ticketing, the Apollo website, event collateral, and the famed Apollo marquee.
- Ensure adherence to marketing budgets and provides reconciliation for expense tracking system.
- Negotiate rates and secures advertising and added value promotional agreements with media outlets (online, tv, radio, print and out of home) optimally using budgeted funds.
- Build upon existing partner relationships and creates new partnerships that encourage amplification of the Apollo brand.
- Direct special marketing events including Apollo Walk of Fame presentations and group buyer presentations.

Performance Analysis and Activation

- Leverage resources such as historical data, peer or stakeholder knowledge or past reporting to proactively solve challenges.
- Define KPIs for campaigns and analyze performance and effectiveness against ROI objectives to improve strategies.
- Manage competitive analysis within markets and create solutions for challenges.

Communications and Leadership

- Create, deliver and communicate strong presentations supporting launch plans, business strategies and category objectives to senior management for each campaign.

- Manage and mentor the marketing staff, including: graphic designer, associate director of marketing, marketing assistant, CRM associate, box office manager and group tours consultant.
- Support the Senior director and work with the executive team to ensure organizational programs fulfill the mission statement and core values of the organizations.
- Embrace the history and legacy of the Apollo Theater and acts as a brand ambassador by attending a variety of events including: partnership events, NYC tourism meetings, special events with Apollo supporters, and networking/hospitality functions to ensure strong relationships with media sales and promotional partners.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, ability, and/or competency required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- B.A or B.S. degree and a minimum of six years in marketing management experience; performing arts or entertainment experience preferred, media buying experience a must or a combination of education and demonstrative experience.
- Experience using campaign servicing, budgeting and planning software.
- Obsessively detailed and organized, flexible, open to change, and able to manage evolving needs and priorities within this very fast paced live entertainment environment.
- Excellent verbal, writing and editing skills.
- A demonstrated interest in art, culture and popular entertainment.
- An understanding of the Apollo Theater’s diverse audience and artists presented on its stages.
- Social and digital media saavy.

Supervisory Responsibilities: Directly supervises employees in the following positions and carries out supervisory responsibilities in accordance with the organization’s policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; and addressing complaints and resolving problems.

Graphic Designer
 Associate Director of Marketing
 CRM Associate
 Marketing Assistant
 Group Tours Consultant

COVID-19 VACCINATION

Vaccination is required; however, the company will consider accommodations for disability- and religious-based reasons.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

To apply, send a cover letter and resume **to human.resources@apollotheater.org**. Please place the word(s) “Director of Marketing” in the subject header of your e-mail.