

# APOLLO

## JOB DESCRIPTION

<b>Job Title:</b>	<i>Senior Director of Marketing</i>
<b>Department:</b>	Marketing
<b>FLSA Status:</b>	Exempt

**Organization:** The legendary Apollo Theater—the soul of American culture and Harlem’s artistic town square—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a creative and dynamic nexus of culture, race, and society. As both educator and entertainer, the Apollo is globally recognized for its articulation and projection of the African American narrative, commissioning, presenting, and convening public discourse for Harlem, the city of New York, and the world.

As both a performing arts presenting organization and a commissioner, the Apollo develops large-scale dance and music programs, festivals, and theater works organized around a set of core initiatives that celebrate and extend the Apollo’s legacy through a contemporary lens. With music and comedy historically at its core, the Apollo’s comprehensive programming also extends to dance, theater, spoken word, and more, including special programs such as *Bruno Mars Live at the Apollo*, the world premiere theatrical reading of Ta-Nehisi Coates’s National Book Award-winning *Between the World and Me, 100: The Apollo Celebrates Ella*, the annual Africa Now! Festival, and the recent New York premiere of the opera *We Shall Not Be Moved*. Global festivals at The Apollo include the Women of the World (WOW) Festival and *Breakin’ Convention*, in addition to international and U.S.-based artist presentations focused on a specific theme, and multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo Theater has served as a testing ground for new artists working across a variety of art forms and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are Michael Jackson, Ella Fitzgerald, Stevie Wonder, Billie Holiday, James Brown, D’Angelo, Lauryn Hill, Dave Chappelle, Machine Gun Kelly, Miri Ben Ari, Sarah Vaughan Gladys Knight, and Luther Vandross. The Apollo’s forward-looking artistic vision builds on this legacy as it continues to advocate for the development of American culture and its impact worldwide

**Position Summary:** The Senior Director of Marketing is responsible for planning, development and implementation of all of the Apollo’s marketing and communications strategies and activities, both external and internal. The position directs the efforts of an eight-person staff and coordinates at the strategic and tactical level with other key Apollo departments. Position is responsible for the achievement of mission, goals and financial objectives, specifically those related to earned revenue streams from ticket sales.

### Primary Relationships

Position participates with the Board of Directors, CEO, COO and other senior directors in charting the direction of the Apollo and ensuring its effective operation. Position has primary working relationships with the Chief Operating Officer, Executive Producer and other senior directors, including programming, development, finance and general management, and the box office staff. Position directs staff of the digital, marketing, ticketing and customer-service functions, with three direct reports; and oversees relationships with outside service providers, including graphic designers, paid media, public relations and sales agents, in addition to working alongside the Public Relations Director.

### Principal Accountabilities

#### *Marketing, communications*

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications

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that enhances the Apollo “brand” image and position within the marketplace, in collaboration with the Public Relations Director.

- Supervise Apollo “brand” content and function, and manage access to brand assets. Enforce brand standard and usage guidelines, and ensure articulation of the Apollo “brand” image and position and its consistent communication to all constituencies, both internal and external.
- Provide creative and editorial direction and oversee the design, production and distribution of all Apollo marketing and communications content, including website, social media, E-news, print collateral, press releases, and print, broadcast and out-of-home advertisements.
- Lead efforts to retain and grow audiences, building loyalty segments, multi-event ticketing purchases and subscriptions, for both established and new programming.
- In collaboration with other senior staff, oversee mission-based, non-revenue-generating, community engagement programs, relationships and initiatives to steward The Apollo’s historic and evolving role in its various communities.
- Work with the ticketing system and oversee customer data management systems, both internal and external, optimizing the customer buying experience and sales.
- Collaborate with development department in packaging of Corporate Sponsorships and oversee definition and fulfillment of marketing-related contractual obligations.
- Collaborate with general management in the packaging and marketing of Facility Rental Services and oversee definition and fulfillment of marketing-related obligations.

### ***Planning and budgeting***

- Responsible for setting and managing the overall marketing and communications budget, including both expenditure and earned revenue goals.
- Responsible to validate and approve all expenses for the marketing department.
- Responsible for “owning” realistic earned revenue goals related to ticket sales of all Apollo produced and presented public programs.
- Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Chief Operating Officer, Board and management on a timely basis.
- Recommend short- and long-term Apollo goals and objectives to the Chief Operating Officer.
- Keep informed of industry trends and developments in the fields of nonprofit arts and entertainment marketing, public relations and customer service; and use this information to help the Apollo operate with excellence and innovation.
- Ensure that the Apollo regularly conducts relevant market research and uses it to inform planning and strategy.

### ***Managing***

- Effectively manage all aspects of a dynamic, fast-paced, marketing department with a responsibility for all The Apollo’s external-facing marketing communications, including group sales, single tickets, community events, etc.
- Maintain a climate that attracts, retains and motivates top quality personnel, both paid and volunteer.
- Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel, both paid and volunteer.
- Ensure effective management within the marketing, public relations and customer-service functions, with provision for succession.
- Design, support and oversee cross-functional teams throughout the Apollo.

### **Qualifications**

- Minimum of seven years in senior marketing management at performing arts or entertainment enterprise
- Strong creative, strategic, analytical, and organizational skills
- Strong familiarity with forecasting and budgeting in the performing arts, nonprofit industry
- A track record of leading teams, managing staff and fostering professional growth

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- Experience overseeing ticketing, customer relationship and box office systems. Experience with Tessitura and Ticketmaster preferred.
- Computer literacy in pertinent software programs and systems, including ticketing
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Bachelor's degree in marketing or public relations preferred. Graduate degree in a related field is desirable
- Preference given to professional experience in New York City and knowledge of the local arts and entertainment industry

**To apply, please send a cover letter, resume, and salary requirements to [human.resources@apollotheater.org](mailto:human.resources@apollotheater.org), with “Senior Director of Marketing” in the subject line.**

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