



June 3, 2021

Position Opening:

Director of Marketing, Communications, & Administration

Full-Time, Exempt

About Apollo's Fire

GRAMMY® award-winning ensemble Apollo's Fire is one of the world's leading period-instrument baroque orchestras and is based in Cleveland, Ohio. Currently in its 29th season, the ensemble is led by its founding Artistic Director, Jeannette Sorrell ("AD") and Executive Director Howard Bender ("ED").

Apollo's Fire ("AF") is one of the few American ensembles that maintains (a) a significant subscription series at home (30-34 subscription performances of 6-7 programs in multiple venues); (b) an active touring schedule averaging 12-18 national and international engagements per year; (c) a significant CD recording and video presence (over 7 million views for YouTube videos, and 26 commercial recordings of which 8 have been Billboard Classical best-sellers, plus 1 Grammy win); (d) an extensive outreach/educational program including 14-20 events per year in Northeast Ohio; and as of 2020, a new Worldwide Watch-at-Home series with a growing national/international audience.

Apollo's Fire tours under the auspices of Opus 3 Artists. The orchestra has performed five international tours, including such venues as the BBC Proms (London), the Royal Theatre of Madrid, London's Wigmore Hall, and national tours at prestigious venues such as Carnegie Hall, the Tanglewood, Ravinia, and Aspen Music Festivals, the Boston Early Music Festival series, the Library of Congress, the Metropolitan Museum of Art (NYC), and many others. Apollo's Fire is also a leader in innovative outreach, having launched its Community Access Initiative in 2017. The CAI breaks down financial and geographic barriers to attendance, and has brought in over 3500 new attendees in its first two years.

Apollo's Fire has an annual budget of approximately \$2.5 million, and a staff of 6 full-time and 6 part-time employees. The office suite is located in the historic Rockefeller Building in Cleveland Heights.

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Job Description:

Apollo's Fire seeks an experienced and energetic arts administrator to serve as the Director of Marketing, Communications, & Administration (DMCA). The 2021-22 Season marks the 30th Anniversary Season of Apollo's Fire, the launch of a new "Windy City Residency" (expansion into a 2nd market), 3 commercial CD releases, and a return to Carnegie Hall.

This is a full-time, senior management position that reports to the Executive Director and works in collaboration with General Manager, Artistic Director, and CFO. The DMCA is the direct supervisor of all marketing and front of house staff (3 part-time employees in the office plus hourly FOH assistants at concerts).

An integral part of Apollo's Fire's administration, the DMCA is responsible for:

- Setting and reaching the organization's earned income/ticket sales goals for the Northeast Ohio home series, the Chicago mini-series, and the Worldwide Watch-at-Home series;
- Strengthening AF's brand at the local, national, and international levels;
- Supervising the box office staff and overseeing all sales operations (tickets, to include Group Sales, Playbill ad sales and CDs/merchandise);
- Creating and implementing the annual marketing budget and calendar;
- Ensuring that AF's website remains updated at all times (provide info to the Director of Visual Media*);
- Providing key data and analysis to inform future marketing plans;
- Creating new initiatives that will expand and diversify audiences.

**NOTE: AF has a highly experienced Director of Visual Media ("DVM") – an integral member of the marketing team. The DVM is responsible for all graphic design (print and digital); website design and technical updates; and selecting period artwork in collaboration with the AD to reflect each of AF's concert programs. The DVM is a classical musician and plays a significant role on the Marketing team (including writing approximately 1/3 of AF's 25-30 annual eblasts). This allows time for the DMCA to handle some broader administrative responsibilities.*

The DMCA will also work closely with the General Manager, sharing responsibilities in the area of business operations, and with AF's Education Specialist on creating and building community relationships via AF's Community Access Initiative.

As a senior member of AF's small but highly efficient staff, the DMCA works collaboratively as a team member across all departments. A more detailed description of responsibilities follows:

Marketing & Public Relations

1. Local Season Marketing: Develop and implement the marketing/public relations budget and plan, including the annual season launch as well as marketing/public relations strategies for

each concert program; design detailed timelines with dates for print materials, eblasts, mailing list trades, and ad trades; drive and manage the implementation of such timelines.

In consultation with the AD, write press releases, pitch preview ideas to journalists to obtain feature articles, interviews, and reviews; invite critics to concerts.

Lead and expand AF's social media presence, in collaboration with AF's Artistic Leadership Fellow who composes many of the social media posts; collaborate with the AD, ED, GM, and website administrator to keep AF's website updated; analyze data and report on the efficiency of social media and eblast functions to inform media buys.

Lead and manage the process for creating and printing the concert program books (playbills); if qualified, the DMCA may be asked to write occasional program notes.

2. Chicago Miniseries: In consultation with the AD and ED, develop, lead and implement the marketing and publicity plan for AF's Chicago miniseries; supervise the Chicago Publicist, coordinating efforts to achieve ticket sales goals and a positive profile for AF in this market; develop a Chicago press list and make contact with music critics; maintain and build AF's cooperative marketing trades with other music organizations in Chicago.

3. Worldwide Watch-at-Home series: design and implement a marketing/promotion plan to turn AF's 27k YouTube subscribers into ticket-buyers for the new On Demand series. Track virtual sales for the series, and report on growth and trends.

4. Audience Development and Public Relations: In conjunction with Education Specialist and senior staff, develop, recommend, and implement promotional strategies for outreach and educational programs, including Family Concerts, school workshops, and "Baroque Bistro" events to ensure strong attendance and to expand AF's engagement with new audiences, including Young Professionals; attend promotional events and take an active role as one of the public "faces" of AF.

5. Staff Management - supervise the Patron Services Coordinator (3/4-time) and 2 additional part-time box office employees; ensure accuracy and timely delivery of ticket reports and oversee all box office policies to facilitate high-touch patron services to all ticket holders. Cover box office phones a few hours per week if needed.

6. Creative Idea Leadership & Branding: Work with the Artistic Director, Executive Director, General Manager, Director of Visual Media, and AF's publicist to manage the brand of the institution, locally, nationally, and internationally – this includes placing ads in international classical music magazines in coordination with CD releases and national/international tours; Lead the effort to attract new audiences by proposing new marketing concepts to the Artistic Director, Executive Director and General Manager – including ideas for media publicity, ad trades, partnerships, and outreach events.

7. National/international tour promotion: In consultation with the AD, provide presenters with appropriate materials for AF's tour engagements; assist AF's national publicist when needed.

8. CD/album marketing: Promote and advertise new CD releases in consultation with the AD, AF's British record label, and AF's national publicist.

Communications, Administration, & Office Operations

1. Marketing budget: develop, track, and implement the Marketing budget; provide periodic year-end projection updates; notify other senior staff of any significant variances from budget; achieve the budgeted revenue goals for all concerts, ad sales, etc.; report those numbers to senior staff and the Board;

2. Financial: work with CFO and Staff Accountant to ensure proper recording of all earned revenue; troubleshoot any issues between box office and finance software; manage sales tax; learn the accounting processes of the company and become familiar with the full organizational budget, in order to efficiently and correctly code and process marketing & communications invoices;

3. Office technology: Manage the company's computers, copier, etc.; oversee leases, contracts, and maintenance for office equipment; when leases are up for renewal, obtain multiple competitive quotes, meet with vendors, and present recommendation to the GM; Manage accounts with phone and internet service companies; handle outages or upgrades of telecommunications and internet services; approve invoices and office-supply purchases/track supply expenses; serve as a company liaison with off-site technology consultant, notifying them of any outages, slowdowns, etc.; coordinate new staff set-up on server, getting new computers on network, any upgrades needed; liaise with Director of Visual Media and website host regarding all things website;

4. Staff communications: coordinate scheduling of staff meetings and keep the company calendar updated; Oversee company passwords, Zoom account, and email accounts – set up new accounts and passwords when needed; ensure that appropriate auto-responses are set for email accounts when needed; manage the scheduling for Zoom meetings, send Zoom invitations; manage/approve all company memberships and subscriptions (magazines, trade journals, etc.)

5. Manage staff searches: post on website and external sites, manage search@apollosfire.org email account, basic follow-up with applicants; field unsolicited inquiries from prospective staff/interns;

6. Board Interaction: Attend 3-4 Board meetings per year and report on subscription and ticket sales.

7. Possible office move: in collaboration with the GM, lead the possible office relocation project in FY22; liaise with and IT/telecommunications vendors to ensure a smooth transition for box office and internal and external communications.

General:

All staff members work at $\frac{3}{4}$ of local concerts, generally in a front-of-house capacity; there are typically about 7 weeks of concerts, and the DMCA will work at 3-4 concerts in each of those weeks; staff members receive a half-day of comp time for each concert worked. Comp time cannot be taken during concert weeks.

As a staff member at the Director level, he/she is expected to monitor emails outside of business hours when time-sensitive marketing issues are at play.

Compensation: \$60,000-\$65,000 commensurate with experience; 12 days paid vacation (in addition to the week between Christmas and New Year's when AF is closed); health insurance benefits, and optional 403B plan (tax shelter).

Qualifications:

- 5-6+ years' experience in arts administration, preferably at a professional performing arts organization; a background in the arts is required, classical music is preferred
- Proven success setting and meeting ticket sales goals; experience using analytics to inform a successful marketing plan (preferably for a performing arts ensemble or venue);
- 1-2 years' experience in staff management, box office management preferred
- Bachelor's Degree required; Master's Degree preferred
- Excellent organizational and interpersonal skills;
- Excellent writing skills, strong computer and technology skills including ticketing software and systems, social media platforms, and proficiency with Microsoft Office and Google Analytics;
- Excellent attention to detail, high professional standards, willingness to take ownership and responsibility for projects with a "buck stops here" attitude; strong sense of collaboration and team spirit;
- Graphic design skills are NOT required but could be an asset;
- An automobile and a valid driver's license are required.

To apply:

Please send cover letter, résumé, and at least 3 references via email to search@apollosfire.org. This position is open until filled.

Apollo's Fire is an equal opportunity employer.