



## ArtsBoston Director of Marketing & Communications Job Description

### About ArtsBoston

ArtsBoston is Greater Boston's largest arts service organization. Our mission is to promote arts and culture throughout Greater Boston, and our programs and services impact 700,000 arts consumers and more than 700 cultural organizations each year, including 165 performing arts groups that participate in ArtsBoston's membership program.

ArtsBoston manages programs (including the ArtsBoston.org cultural calendar and arts information resource; BosTix booth and online half-price ticketing programs; and cost-saving Member Services) that fill three functions in support of our mission. ArtsBoston is the most reliable and comprehensive source for free information about cultural activities in all genres and at all price points throughout the Boston region. We provide access to affordable tickets through half-price ticket sales that save consumers money while generating more than \$2.5 million in revenues that are returned to arts groups each year. Finally, we strengthen the capacity of the cultural community, helping arts groups stretch limited marketing budgets through collaborative action and technical assistance.

### About the Position

The Director of Marketing & Communications, who reports directly to the Executive Director, is a key member of the senior management team and is responsible for developing, planning, and implementing all marketing and public relations functions of ArtsBoston. The Director works to generate positive, top-of-mind awareness of ArtsBoston's mission and services among consumers and key stakeholders while supporting ArtsBoston's membership and maximizing ticket sales through the BosTix booths and BosTix.org. He/She directs the work of the Content and Marketing Manager and the part-time Content Assistant and is responsible for the marketing budget.

Primary responsibilities include:

- Developing annual marketing and communications plan and budget utilizing publicity and advertising to maximize awareness of ArtsBoston programs, members, and the cultural sector.
- Development and cultivation of marketing and public relations partnerships, such as with media partners.
- Directing staff in the production of all communications materials including print, online, and on-air materials and other ArtsBoston collateral.
- Managing the relationships with key vendors including designers, ad agencies, and product vendors.
- Cultivating ongoing relationships with the media, writing press releases, and pitching stories to local, regional, and national press.
- Directing staff in marketing, design, and maintenance of ArtsBoston.org, BosTix.org and related programs.
- Writing communications for senior staff and prepares them prior to interviews.
- Working with development colleagues on foundation and corporate support for marketing programs.
- Other duties as required

QUALIFICATIONS:

Candidates should bring at least five years of experience in arts marketing with demonstrated expertise in online consumer sales and email/web marketing, along with excellent communication, presentation and writing/editing skills. The ideal candidate will possess experience in some or all of the following areas: marketing strategy development; social media and social networking tools; public relations; direct mail; data analysis; print production, budget management and vendor relations. Candidates should be prepared to present and discuss a portfolio of their previous work during interviews.

#### **JOB STRUCTURE AND BENEFITS:**

This is a full-time position. Salary is \$62,500±, based on experience. ArtsBoston offers comprehensive benefits including health, dental, vision and insurance plans and a 401k retirement plan. ArtsBoston is an Equal Opportunity Employer.

#### **HOW TO APPLY**

Please send cover letter and resume to [jobs@artsboston.org](mailto:jobs@artsboston.org). In the cover letter, please be specific about why you are interested in this job and what online consumer sales and marketing experience you could bring to ArtsBoston. No phone calls, please.