



May 2019

**Position Opening:
Manager of Marketing & Outreach (full time)**

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 27th season, the ensemble is led by its founding Artistic Director, conductor-harpsichordist Jeannette Sorrell.

Apollo's Fire 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 engagements per year; (c) a significant CD recording and video presence (over 2.5 million views for YouTube videos, and 26 commercial recordings of which 8 have been Billboard Classical best-sellers); and (d) an extensive outreach/educational program including 14-20 events per year in Northeast Ohio.

Apollo's Fire tours under the auspices of Columbia Artists Management. The orchestra has performed five international tours, including such venues as Carnegie Hall, the BBC Proms (London), the Royal Theatre of Madrid, 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. In Northeast Ohio, AF has built one of the nation's 3 largest audiences for baroque music, with about 15,000 tickets sold annually. Apollo's Fire is also a leader in innovative outreach, with an innovative Community Access Initiative that breaks down financial and geographic barriers to attendance. Audience is growing quickly, with over 5000 new attenders over the past two years.

Apollo's Fire has an annual budget of over \$2 million, and a staff of 5 full-time and 7 part-time employees. The office suite is located in the historic Rockefeller Building in Cleveland Heights.

Manager of Marketing & Outreach

Apollo's Fire seeks an experienced, dynamic and creative Manager of Marketing & Outreach (MMO) to be a key member of the leadership team. He/she is the manager of AF's ticket revenue, and is responsible for bringing in new audiences, generating local ticket sales, strengthening AF's brand at the local and national levels, managing all marketing and public relations activity, and promoting outreach and education events.

The MMO reports to the General Manager (GM) and works closely with the Artistic Director (AD) to convey AF's programs to the public in a compelling way. He/she partners with the Patron Services Coordinator to ensure excellent customer service and to turn new attendees into returnees. He/she also receives general oversight and mentoring from the Managing Director (MD).

The MMO generates new marketing and outreach ideas for the team's consideration, and leads and inspires the junior staff who assist with Marketing and Front-of-House. Above all, the MMO drives the marketing process and helps other team members to participate by providing key information and reminders. As a team member, he/she works in a collaborative environment as part of a small but highly efficient staff.

Specific responsibilities include:

1. Local Season Marketing: In consultation with the Artistic Director, develop and recommend the annual marketing plan for the concert season, including the annual timeline (season launch, subscription push, etc) and the specific marketing plan for each concert program (addressing target audiences depending on the repertoire). Develop quarterly detailed timelines for print materials, eblasts, mailing list trades, and ad trades, and the budget for all of the above. Drive and manage the implementation of the timelines.
 - a. Season Launch (June): Coordinate and manage the season launch process, including creation of the printed brochure, website launch, and season announcement to public and the press, in consultation with the Artistic Director;
 - b. Pre-Season Marketing (July-Sept): Lead the process for timely distribution of brochures, rack cards, subscription eblasts, and subscription radio ads;
 - c. Subscription Concert Marketing (Sept-May): Arrange for timely delivery and distribution of postcards, posters, and print materials; consult with the AD on design and wording of materials; create draft eblasts for approval by AD;
 - d. Press and Publicity: In consultation with the AD, propose ideas to pitch to media reporters to obtain feature previews and reviews;
 - e. Social Media and Website: Expand and maintain an active social media presence; collaborate with the AD, MD, GM, and website administrator to keep AF's website updated and active;
 - f. Program books: Lead and manage the process for creating and printing playbills for each concert; if qualified, the MMO may be asked to write occasional program notes.
2. Outreach Development and Promotion: In collaboration with the Artist-in-Residence for Outreach Programs (AROP), develop, recommend, and implement outreach strategies for Young Professionals, as well as educational programs, Family Concerts, and "Baroque Bistro" events. Attend promotional events and take an active role as one of the public "faces" of AF;
3. Creative Idea Leadership: Lead the effort to attract new audiences by proposing new marketing ideas to the Artistic Director, Managing Director, and General Manager – including ideas for media publicity, ad trades, partnerships, and outreach events;

4. Financial: Monitor revenue and expenses in the Marketing area; participate in setting ticket revenue projections; achieve revenue goals, including ticket sales and subscriptions;
5. Branding: Work with the Artistic Director, MD, and GM to manage the brand of the institution, locally, nationally, and internationally – this includes placing ads in international classical music magazines;
6. National/International Tour Promotion: In consultation with the AD, contact tour presenters to provide appropriate materials for AF's tour engagements; assist AF's national publicist to raise AF's profile in tour cities; manage marketing and publicity for a self-produced concert out of town when occasion arises;
7. CD launch marketing: Promote and advertise new CD releases in consultation with the AD, AF's British record label, and AF's national publicist;
8. Box Office and Front-of-House: collaborate with the Patron Services Coordinator (PSC) and handle phone orders a few hours per week, when the PSC is out; work at ¾ of local concerts on the FOH team; lead the FOH team at concerts when the PSC is off. (There are typically about 7 weeks of concerts per year, and the MMO will work at 3-4 concerts in each of those weeks, receiving a half-day of comp time for each concert worked. Comp time should generally not be taken during concert weeks.)
9. Staff Leadership: Supervise the work of the 2 part-time Marketing/Box Office associates.
10. Board Interaction: Interface with members of the Board of Directors who have an interest in helping with some aspects of Marketing or Outreach;
11. General: Depending on skill set, the MMO may be asked to help with other areas of the organization at busy times. As a staff member at the Manager level, he/she is expected to monitor emails outside of business hours when time-sensitive marketing issues are at play.

Compensation: Salary \$37-43k, commensurate with experience; 2 weeks' 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:

- 2 years' experience in Marketing at a professional performing arts organization;
- Some experience with ticket software and financial management/budgeting within the Marketing area is preferred;
- Bachelor's Degree required, Master's degree preferred;
- A background in classical music, with a passion for audience development;
- Excellent organizational and interpersonal skills;
- Excellent writing skills, strong knowledge of technical marketing strategies, and proficiency with Microsoft Word and Excel. Strong IT skills are preferred.
- Excellent attention to detail, high professional standards, and a "buck stops here" attitude;

- Strong sense of collaboration and team spirit;
- An automobile and a valid driver's license are required.

To apply:

Please send cover letter, resumé, and at least 3 references, via email to search@apollosfire.org.
Please reference "Marketing Manager."

This position is open until filled.