



July 30, 2019

## Position Opening:

**Marketing & Outreach Coordinator** (or Manager, depending on level of experience)

### **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. Having completed its 27<sup>th</sup> 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.

### **Marketing & Outreach Coordinator**

Apollo's Fire seeks a dynamic Marketing & Outreach Coordinator (MOC) to be a key member of the staff. He/she is responsible for promoting concerts and outreach events, helping to increase ticket sales, bringing in new audiences, and strengthening AF's brand. He/she generates new marketing and outreach ideas for the senior team's consideration, and leads and inspires the part-time staff who assist with Marketing and Front-of-House. Above all, the MOC 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.

The MOC 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 Executive Director (ED).

**FLEXIBILITY:**

- For a more experienced candidate, the title of Manager rather than Coordinator may be offered.
- The position is full time, but the MOC has the option to work from home 1-2 days per week, depending on experience. However, he/she must be in the office full time during concert weeks, which are about 7-8 weeks per year.
- Thanks to a high level of cross-training among our staff, some of the items listed below could be reassigned to other staff as needed.

**Specific responsibilities include:**

1. **Local Season Marketing:** In consultation with the Artistic Director, and working with AF's Graphic Designer/Web Administrator, develop and recommend timelines for print materials, eblasts, mailing list trades, and ad trades, and the budget for all of the above. Drive and manage the implementation.
  - **Print Materials:** Coordinate production of postcards, posters, program books, season brochure, etc. Arrange for timely distribution of materials.
  - **Digital Marketing:** draft eblast text for approval by AD; expand social media presence; keep website updated.
  - **Press and Publicity:** Draft press releases and send to local media; in consultation with the AD, propose ideas to pitch to reporters to obtain feature previews and reviews;
2. **Outreach:** In collaboration with the Artist-in-Residence for Outreach Programs (AROP), develop, recommend, and implement outreach strategies for Young Professionals. 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 senior team – including ideas for publicity, partnerships, and outreach events.
4. **Monitor expenses against the approved budget.;** participate in setting ticket revenue projections; achieve ticket-revenue goals.
5. **National Marketing/Branding:** Work with the senior team to manage the brand of the institution, locally, nationally, and internationally. Occasionally, manage marketing and publicity for a self-produced concert out of town (once per year at most). Promote and advertise new CD releases in consultation with the senior team and AF's national publicist.

6. Box Office and Front-of-House (FOH): help out with phone orders a few hours per week; work at ¾ of local concerts on the FOH team. (There are typically about 7 to 8 weeks of concerts per year, and the MOC will work at 3-4 concerts in each of those weeks, receiving a half-day of comp time for each concert worked.)
7. Staff Leadership: Supervise the work of the 2 part-time Marketing/Box Office associates.
8. There are opportunities to learn other areas of the organization depending on interest and skill level.

**Compensation:** Salary commensurate with experience; 3 weeks' paid vacation (one of which is the week between Christmas and New Year's); health insurance benefits, and optional 403B plan (tax shelter). A ½ day comp time is earned for each concert worked, and can be used in non-concert weeks.

**Qualifications:**

- 1 year of staff experience at a professional performing arts organization, preferably in Marketing;
- Some experience with customer service 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](mailto:search@apollosfire.org). Please reference "Marketing Coordinator."

This position is open until filled.