



March 15, 2021

**Position Opening:
Manager of Marketing & Audience Development (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 29th season, the ensemble is led by its founding Artistic Director, conductor-harpsichordist 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 6 million views for YouTube videos, and 26 commercial recordings of which 8 have been Billboard Classical best-sellers, plus 1 Grammy win); and (d) an extensive outreach/educational program including 14-20 events per year in Northeast Ohio.

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 attenders in its first two years.

Apollo's Fire has an annual budget of approximately \$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 & Audience Development

Apollo's Fire seeks an experienced, dynamic and creative Manager of Marketing & Audience Development (MMAD) to be a key member of the leadership team at Apollo's Fire. He/she is the manager of AF's ticket income and other earned revenue, and is responsible for developing new audiences, generating increased local and national ticket sales, strengthening AF's brand at the local and national levels, and managing all marketing, communications, and public relations activity. In addition, the MMAD is responsible for promoting outreach and education programming via AF's Community Access Initiative.

The MMAD 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 generates new marketing and audience development concepts for the team's consideration, and leads and inspires the Box Office staff who assist with Marketing and Front-of-House operations. Above all, the MMAD drives the marketing and public relations process, is responsible for ticket sales goals, and helps other team members to participate in this effort by providing key data and analysis, and management of the Marketing and Public Relations Calendar. 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: Develop and recommend annual updates to the marketing budget and plan, including creating and managing the annual timeline for releasing the season brochure, announcement of the season, pre-season marketing and publicity; and quarterly detailed timelines with dates for print materials, eblasts, mailing list trades, and ad trades. Drive and manage the implementation of such timelines;
 - Season Launch (June): Coordinate and manage the season launch process, including the printed brochure, season announcement to public and the press, and website launch, in consultation with the Artistic Director;
 - Pre-Season Marketing (July-Sept): Lead the process for timely distribution of brochures, rack cards, subscription eblasts, and subscription radio ads;
 - 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 such materials; create draft eblasts for approval by AD;
 - Press and Publicity: In consultation with the AD, propose ideas to pitch to journalists to obtain feature previews and reviews;
 - Social Media and Website: Expand and maintain an active social media presence; collaborate with the AD, ED, GM, and website administrator to keep AF's website updated and active; gather, maintain and report on the efficiency of social media and e-blast functions in driving ticket sales and to inform media buys.
 - Program books: Lead and manage the process for creating and printing the complete program books (playbills) for each concert; if qualified, the MMAD may be asked to write occasional program notes.
 - Surveys: Lead and execute regular audience surveys.

2. Audience Development and Promotion: In collaboration with the Artist-in-Residence for Outreach Programs (AROP), GM, and Education Specialist, 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;
3. Creative Idea Leadership: 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;
4. Financial: Monitor revenue and expenses in the Marketing budget; achieve revenue goals, including ticket sales and subscriptions;
5. Branding: Work with the Artistic Director, Executive Director, General Manager, 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;
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 when needed; occasionally manage marketing and publicity for a self-produced concert out of town;
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: manage the Box Office Manager (BOM) and handle phone orders a few hours per week, when the BOM is unavailable;
9. Staff Leadership: Supervise the work of the 2 part-time Marketing staff members.
10. Board Interaction: Interface with members of the Board of Directors who have an interest in helping with certain aspects of Marketing and Audience Development;
11. All staff members work at ¾ of local concerts, generally in a front-of-house capacity; there are typically about 7 weeks of concerts, and the MMAD 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.
12. General: 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 is 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;
- A background in classical music, with a passion for audience development;

- Experience with ticketing software (Spektrix a plus, but not required);
- Project management experience;
- Experience working with ticket sales data and analyzing buyer trends;
- Experience with financial management/budgeting within a Marketing department;
- Experience with media buys (radio and/or others) and developing relationships with key media partners;
- Bachelor's Degree required, Master's degree preferred;
- Excellent organizational and interpersonal skills;
- Excellent writing skills, strong computer and technology skills including social media, and proficiency with Microsoft Word and Excel, PowerPoint, 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;
- 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.