



Vice President of Marketing

The Bravo! Vail Music Festival brings world-renowned musicians to picturesque venues throughout the Vail Valley for six weeks, drawing music lovers from around the world. The only festival in North America to host four of the world's finest orchestras in a single season, Bravo! Vail's 2018 season features residencies with the Dallas Symphony Orchestra, The Philadelphia Orchestra, and the New York Philharmonic – plus the London-based Academy of St Martin in the Fields, which, in 2016, became the first international orchestra to perform at the Festival. In addition, internationally acclaimed chamber artists and soloists perform a wide array of unique and carefully curated chamber music programs.

As stewards of exceptional orchestral and chamber music in the Vail Valley, Bravo! Vail is proud to continue the tradition of providing the very best education programs to youth and adults. The After-School Piano Program, Little Listeners @ the Library, the Instrument Bank, Free Family Concerts, Spring Family Concerts, and Instrument Petting Zoos provide education and enrichment programs to area children all year long. In addition, an extensive series of Free Concerts, Pre-concert lectures, Bravo! Vail After Dark, Chamber Musicians in Residence, open rehearsals, master classes and internships reach thousands more youth and adults throughout the Vail Valley every summer.

The three tenets of the Bravo! Vail brand are: extraordinary music, the natural beauty of the Vail Valley and the social and community aspects associated with the concert experience.

Bravo! Vail Mission: Bravo! Vail enriches people's lives through the power of music by: • Producing the finest performances by the greatest artists; • Fostering music education; • Promoting a lifelong appreciation of the arts.

Bravo! Vail Values: • Advances excellence; • Shares artistic passion; • Acts with integrity and respect; • Embraces collaboration.

Bravo! Vail celebrates its 31st season from June 21 through August 2, 2018 under the direction of artistic director Anne-Marie McDermott and executive director Jennifer Teisinger. Bravo! Vail is a 501 (c) 3 Colorado non-profit organization, founded in 1987.

Bravo! Vail seeks a highly strategic and collaborative individual with a proven marketing and audience development track record to serve as Vice President of Marketing. The Vice President of Marketing will plan, direct, and lead the marketing and sales strategy. The VP leads a five-member department which includes the senior marketing manager, sales manager, marketing coordinator, marketing and sales associate, and the IT director. The team also includes a PR agency and additional seasonal videographers, photographers, box office personnel, and festival interns. The VP of Marketing works closely with the Development, Artistic Planning, Finance and Education Departments in creating budgets, sales projections, and effective marketing and communication plans to achieve organizational goals. The

Marketing and Development departments work closely together to cultivate new audiences while maintaining relationships with current patrons.

The successful candidate is a collaborative leader committed to supporting and empowering a high-performing team, and has led innovative marketing and sales campaigns at successful performing arts organizations, resulting in strong customer relationships. S/he will have an affinity for understanding and embracing a data centric approach to marketing and will have a strong commitment to institutional marketing, branding, and enhancing the public image of Bravo! Vail nationally and internationally. This position reports to the Executive Director and is a member of the leadership team.

Qualifications:

- Bachelor's Degree
- Minimum of 5 years in a marketing and communications leadership position, ideally in a successful arts organization of similar or larger size, or in a similar field
- Strategic thinker who can prioritize and operate successfully on many levels.
- Highly developed leadership skills; staff management experience and a natural curiosity and ability to listen to and learn from the team
- Excellent verbal and written communication skills.
- Thorough knowledge of performing arts industry marketing and communication best practices, especially success with increasing earned revenues.
- Experience supervising box office personnel.
- Experience working with PR agencies.
- Proven track record in developing effective working relationships with other staff, board, patrons, media, vendors and volunteers.
- Knowledge of and appreciation for classical music.
- Computer literacy to implement best practices. Knowledge of Tessitura CRM system a plus.

Essential Job Functions:

Develop with team and oversee the annual marketing and communications plan and season launch with the goal of increasing attendance and revenue.

- Hire, develop, coach, and mentor staff.
- Develop budgets, including setting revenue goals, re-forecasting, and expense management.
- Oversee content, social, digital, direct response, PR, web, and advertising strategies.
- Provide oversight of customer loyalty, customer segmentation, community engagement, and audience development efforts.
- Develop and oversee database analytics that inform strategies to re-engage and retain audiences.
- Hire and evaluate external resources including PR agency videographers, , photographers, and designers.
- Establish and update policies and procedures.
- Support external PR and communications efforts to raise the profile of the organization.
- Manage pricing strategy.
- Uphold brand stewardship.
- Forge community partnerships.
- Support development, education, and other programs as assigned.
- Support organizational strategic plan.
- Be a leader in developing the use of technology for the organization.
- Be a leader in developing and maintaining superlative customer service.
- Oversee market research and communicate findings to organizational leadership.

- Attend Bravo! Vail concerts and associated cultivation events, developing a presence as a senior leader of the administration.
- Provide updates to the board, executive committee, and development and marketing committee.

How to Apply: Email resume and cover letter to Carol Schimmer, cschimmer@bravovail.org, with subject line: VP Marketing Position.

Job Title: Vice President Marketing
Reports to: Executive Director
Job Type: Full-time
Compensation: Salary DOE. Bravo! Vail offers a very generous benefits and vacation package.
Employer: Bravo! Vail Music Festival

website: bravovail.org
Location: Vail, Colorado, United States
Job Categories: Featured and Music. Job Types: Full time salary. Job Tags: advertising, arts management, marketing, music, and sales. State: Colorado.