

The Colorado Music Festival & Center for Musical Arts seeks an innovative, results-oriented, experienced marketing professional to lead the organization's marketing, sales, and public relations operations. The Director of Marketing and Communications will develop and implement programs and strategies leading to growth in Festival attendance, Center enrollment, and overall earned income, while also working to elevate and broaden awareness, public perception, and notoriety – locally, regionally, and nationally – for the organization. The Director of Marketing and Communications will be an important member of the organization's senior staff and will manage the Marketing and Operations Manager.

The successful candidate will possess valuable experience and a track record of success in marketing and public relations, will be well-versed in the latest marketing and advertising industry trends and research – especially those pertaining to the performing arts - and will exude great appreciation and enthusiasm for classical music and music education.

Duties and Responsibilities:
Duties and responsibilities include, but are not limited to:

Marketing
- Plan and oversee execution of all Festival and Center advertising campaigns, including, but not limited to, internet, print, television, radio, out-of-home and direct mail; negotiate all ad buys and in-kind partnerships/sponsorships
- Develop subscriber renewal and acquisition strategies for the Festival; oversee implementation and execution of strategies; monitor and analyze results in accordance with strategic objectives, sales goals, and projections
- Develop single ticket and group sales strategies; oversee implementation and execution of strategies; monitor and analyze results with respect to sales goals and projections
- Manage relationship with Colorado Chautauqua Association box office; serve as a resource to box office staff during set up of Festival concerts on CCA website, determine pricing structure for subscriptions and single tickets, determine strategic discounting as needed, and serve as a frontline resource for Festival patrons
- Oversee Festival & Center website; work closely with Marketing Manager to write and publish dynamic content on Festival and Center artistic and educational activities
- Devise social media strategies and oversee activities on key platforms, including Facebook, Twitter, YouTube, Instagram, among others
- Oversee design, production, and distribution of all collateral in collaboration with appropriate staff, including Festival program book and Center catalog
- Oversee all aspects of Festival and Center's e-communications activities

Public Relations
- Plan and implement ongoing Institutional Marketing strategies – develop and manage organization's relationship with various press and media outlets; find new and innovative opportunities for coverage of the Festival and Center
- Arrange for and facilitate Public Relations opportunities for Festival and Center artistic and administrative staff
- Set and maintain consistent brand image between the Festival and Center through the development, production, and distribution of all internal and external communications and promotional materials
- Schedule and write all Festival and Center press releases in timely manner to ensure maximum impact and effect

Other

- Look for ways to develop new sources of earned revenue for the organization
- Work closely with Director of Development to leverage artistic and educational successes to increase philanthropic support through compelling communications to donors, Festival ticket buyers, Center families, and other constituent groups
- Oversee the collection of design elements needed for marketing campaigns, including setting up photo and video shoots with musicians and obtaining necessary images, bios, and programmatic information for guest artists, among other things
- Monitor the latest developments and trends in marketing and public relations, and appropriately apply this knowledge

Minimum Requirements

- Minimum of 5 years professional experience in marketing and/or public relations, preferably for a non-profit or performing arts organization
- Exceptional written and verbal skills; proven proofreading and editing experience
- Outstanding organizational and interpersonal skills, the ability to successfully manage multiple projects simultaneously and cultivate relationships with key member of the press
- Adept computer skills – including fluency in MS Office, and experience with social media platforms and database management software
- Bachelor's degree in business, marketing, the arts or a related field

Preferred

- Knowledge of the Denver and Boulder metropolitan area media markets

Compensation:

The Colorado Music Festival & Center for Musical Arts offers a competitive salary in line with peer organizations. Compensation package also includes 65% paid health and dental insurance, optional 401(k) plan, and paid time off.

To apply, send cover letter with salary requirements, resume, and a list of at least three references to Andrew Bradford, Executive Director, at jobs@comusic.org, by Friday, September 4. Electronic submissions preferred, but applications may also be mailed to Colorado Music Festival & Center for Musical Arts, 200 E. Baseline Rd., Lafayette, CO 80026. No phone calls, please.

About the Colorado Music Festival & Center for Musical Arts

The Colorado Music Festival & Center for Musical Arts is an equal opportunity employer and does not discriminate on the basis of race, age, ethnicity, religion, gender, or sexual orientation.

The Colorado Music Festival & Center for Musical Arts is one of the classical music industry's most dynamic, cutting-edge organizations. Combining a world-class summer music festival and a comprehensive community music school under one organizational umbrella, CMF & CMA enriches the lives of tens of thousands of individuals annually through access to the best of the world's music through performance and education.

Founded in 1977 by renowned Viennese conductor and violinist, Giora Bernstein, the **Colorado Music Festival** is one of the foremost summer music festivals in the world. Drawing musicians from many of North America's finest symphony orchestras, including the Minnesota, Detroit, Montreal, Toronto, Oregon, Charlotte, and Phoenix symphonies, the Festival annually presents nearly thirty orchestral, chamber music, and educational performances in and around Boulder during its six week summer season. From 2003 – 2013, CMF was led by Music Director Laureate Michael Christie. Christie is credited with elevating the quality of the orchestra and galvanizing audiences through performances of the highest level. Following Christie's departure in 2013, an international search was

launched to find the Festival's next artistic leader. In September 2014, Jean-Marie Zeitouni was announced as the Festival's third Music Director.

Founded in 1995 in the town of Lafayette, the **Center for Musical Arts** has blossomed into one of the region's leading centers for music education. In 2009, the Center merged with the Colorado Music Festival, and currently serves more than 550 students of all ages on a weekly basis and 7,000 concert goers and visitors each year. The Center's comprehensive portfolio of programs includes a broad spectrum of music education opportunities and performances for citizens throughout Boulder Country and beyond.

The Colorado Music Festival and Center for Musical Arts is a member of the League of American Orchestras and the National Guild for Community Arts Education.