

DAYTON PERFORMING ARTS ALLIANCE



MARKETING & PATRON ACQUISITION MANAGER

Reports To: Vice President of Marketing & Audience Development

Status: Year-round, Full-time, Onsite (with occasional opportunities for remote work)

ABOUT DAYTON PERFORMING ARTS ALLIANCE

The Dayton Performing Arts Alliance (DPAA) was formed in July 2012 as the result of a groundbreaking and innovative merger between the Dayton Ballet, the Dayton Opera, and the Dayton Philharmonic Orchestra. Today, the DPAA is the largest performing arts organization in the greater Dayton community, with a mission to be the community's indispensable source for traditional, diverse, and innovative experiences in ballet, opera, and orchestral music.

Our driving purpose is to inspire as many people as possible to fall in love with the classical performing arts. We believe that the arts are for everyone, and we strive to put that into practice in everything we do. Inclusion, diversity, equity, and access are central to our journey as an organization, and we seek new colleagues who, whatever their responsibilities, can help us make progress on that mission with commitment and authenticity. Learn more about DPAA at daytonperformingarts.org.

POSITION SUMMARY

The Marketing & Patron Acquisition Manager builds audiences for all DPAA performances and programs. The Manager works collaboratively with department peers to devise strategies that attract first-time ticket buyers, increase retention, and foster engagement.

The Manager is a key contributor to the planning process: they help to outline strategy and are responsible for proposing and deploying tactical methods to achieve department goals. They maintain a budget and work with a team of vendors—printers, photographers, designers, and the like—to output supporting collateral. The Manager analyzes results, reports on campaign effectiveness, and proposes next steps.

Who you are:

Organized, creative, and a self-starter, you are able to devise strategies that help everyone discover a love for the arts! You recognize barriers, consumer purchase patterns, and industry trends, and you work to implement innovative ideas that raise brand awareness, increase audiences, and enhance consumer experience.

Who we are:

We're a vibrant and creative marketing team consisting of a Vice President of Marketing & Audience Development, Engagement & Patron Services Manager, and Marketing Coordinator. Together, we share our passion for the arts and help shape the way our community perceives and interacts with our offerings.

What we'll achieve together:

DAYTON PERFORMING ARTS ALLIANCE

126 North Main Street, Suite 210, Dayton, OH 45402 **PHONE:** 937-224-3521 **FAX:** 937-223-9189

www.daytonperformingarts.org

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You'll help us to achieve a greater impact in our community as we actively demonstrate that all are welcomed and invited to participate in the arts. Together, we'll work to raise the profile of the organization, meet sales goals, and ensure that the arts continue to thrive in Dayton, Ohio.

QUALIFICATIONS

Personal attributes:

- Bachelor's degree in marketing, communication, arts management, or equivalent combination of education and experience; a master's degree is a plus
- 3+ years of experience in marketing, communications, or relevant field
- Able to work evenings and weekends throughout the performance season
- Outstanding communication skills: interpersonal, verbal, and written
- A passion for the performing arts is a plus

Experienced in:

- Strategic planning and implementation
- Building robust multi-media / multi-channel marketing campaigns to generate awareness and revenue
- Hiring and managing contractors
- Reporting, analysis, and budgeting
- Brand management

Technical skills:

- Microsoft Office Suite
- Adobe Creative Suite (including InDesign, Photoshop, and Premier)
- CRM platforms, and specifically, Tessitura
- CMS platforms, and specifically, WordPress and TNEW
- Email marketing platforms such as Mailchimp or Constant Contact
- Digital marketing via Meta Ads Manager or the Google Display Network
- SEO / SEM
- Google Analytics
- Graphic Design

DUTIES AND RESPONSIBILITIES

- Aid in crafting and executing an annual marketing plan consisting of activities, timeline, and budget
- Launch season and event-specific campaigns to build awareness, excitement, and sales using an integrated, multi-media approach inclusive of digital marketing and social media, as well as print advertising, direct mail, billboards, broadcast media, and other channels
- Identify target audiences and produce key messaging for each segment
- Act as the primary website administrator
- Oversee data pulls, purchase lists, and/or complete trades to reach prospective new buyers

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- Analyze efforts, measuring the success of all acquisition programs and adjusting strategies and/or messaging as needed
- Produce and/or oversee the production of print and digital programs, ads, signage, promotional items, and other collateral
- Provide support to other departments by fulfilling collateral requests, routing to vendors and department heads as necessary
- Manage the marketing archive
- Act as brand ambassador and help to enforce standards and ensure consistency across the organization
- Assist with special events and community outreach
- Provide onsite support at performances and events
- All other duties as assigned

WORK CONDITIONS

The Manager works 9am–5pm throughout the week, but given the nature of the performing arts, evening weekend shifts are frequent and required. Nevertheless, all DPAA employees are afforded flexible comp time and the option for occasional remote work.

COMPENSATION & BENEFITS

- Starting at \$50,000 per year; negotiable based on experience
- 403(b)
- Health, Dental, and Vision Insurance
- Paid Time Off

TO APPLY

To apply, please submit a letter and resume detailing your interest and qualifications by email to **blaughlin@daytonperformingarts.org**. We will only contact those candidates whom we consider for the role. No phone calls, please.

In accordance with applicable federal, state, and local laws, the DPAA is committed to a policy of nondiscrimination and equal employment opportunity. All employment decisions will be made without regard to race, color, gender, religion, sexual orientation, national origin, ancestry, age, pregnancy, marital status, political affiliation, veteran status, or non-job-related handicap, or any other protected characteristic. This applies to all areas of employment, including but not limited to recruitment, selection, promotion, compensation, and termination.