

Florida Grand Opera

Chief Marketing Officer (CMO)

Reports to: General Director/CEO

Classification: Full Time/Exempt/In Office

Supervises: Director of Audience Services

Marketing and Communications Manager

Digital Media Associate

Outsourced creative and agency professionals

The Company

Florida Grand Opera, (FGO) America's seventh-oldest opera company, has served the communities of Miami-Dade and Broward Counties since its founding as the Opera Guild of Greater Miami by Arturo di Filippi in 1941. Today, under the leadership of General Director and CEO Susan T. Danis, Florida Grand Opera (FGO) is one of the South Florida's most vibrant performing arts organizations, presenting a mainstage season of inspiring artistic depth and breadth.

Serving two substantial regional patron bases, the FGO performs at major theaters in both locations: Miami's Adrienne Arsht Center for the Performing Arts in the Sanford and Delores Ziff Ballet Opera House and the Broward Center for the Performing Arts in Fort Lauderdale in the Au Rene Theater.

FGO is about to launch a new website and is in the process of converting to TNEW. The CMO, is responsible for overseeing both projects.

Duties and Responsibilities

- Plan, supervise, implement, and administer all marketing campaigns in English and Spanish for all FGO programs including but not limited to the annual opera season, the Studio Artist Program, as well as all other special events and activities of the company.
- Development of a marketing plan within the approved budget and management of the expenditures.
- Creates and oversees annual sales revenues projections, working with the Director of Finance and the General Director. Responsible for an average goal of at least \$2, 000,000 in ticket sales each year.
- Leads and manages the marketing team and supports the FGO brand.
- Supports the direction, goals and artistic vision of FGO.
- Builds and manages good relationships with media outlets, community partners, and local arts organizations.
- Oversees all printed materials, direct mail, website e-commerce, social media, patron mail, advertising, and telemarketing.
- Seeks out and negotiates in-kind media sponsorship opportunities for promotional and advertising purposes.

- Identifies corporations for partnerships and seasonal promotions and negotiates all terms. Manages and oversees all additional co-promotions.
- Oversees freelance consultants, and design team in the creation and implementation of the marketing and communications strategies for all activities associated with FGO.
- Oversees the planning and implementation of all advertising for the various productions and programs of FGO.
- Conceptualizes and actively implements new audience development initiatives to attract and maintain audience.
- Determines the effectiveness of FGO's campaigns based on quantitative reporting, and implements changes to impact sales.
- Oversees the website and provides marketing plans to produce and promote FGO through interactive and digital media.
- Creates and oversees annual sales revenues projections, working with the Director of Finance and the General Director.
- Oversees regular reporting of sales and revenue and metrics.
- Reviews all external communications and is responsible for maintaining brand continuity.
- Seeks out, oversees and manages consultants as needed for audience development and new technology initiatives.
- Works on special projects as designated by the General Director.

Qualifications

- Bachelor's or advanced degree in business, marketing, or equivalent experience. Minimum 3 to 5 years professional experience in marketing and PR.
- Willingness to build relationships in the community to increase brand awareness and sales.
- Knowledge of social media platforms and tactical social media management.
- Previous experience with nonprofit organizations or the performing arts (especially opera) a plus.
- Passion for the importance of the performing arts a must.
- Strong interpersonal skills, excellent organizational ability, superior communication skills, and creative strategic planning skills.
- Experience in marketing to diverse communities and in multiple languages preferred but not required.
- High level of computer proficiency in standard software including Microsoft Office applications (Outlook, Word, Teams, PowerPoint, and Excel).
- Knowledge of email marketing applications, website analytics, social media analytics, media platforms website content and functionality management systems and enterprise software applications (Tessitura, Salesforce, etc.) desired.

To Apply

Email a cover letter explaining your interest in the position, resume, and the names and contact information of three references to: jobs@fgo.org. If these materials are not submitted, your application will not be accepted.

Application Deadline

Application review begins immediately; applications will be accepted until position is filled.

Florida Grand Opera cultivates a work environment that encourages fairness and respect among all employees. We are committed to maintaining a work atmosphere in which people of diverse backgrounds may grow personally and professionally. We are an equal opportunity employer. We will not discriminate against an employee or applicant because of race, religion, gender, national origin, ethnicity, age, physical disabilities, sexual orientation, gender identity or expression, marital status, or veteran status in hiring. Opportunity is provided to all employees based on qualifications and job requirements.