



# MIDLAND CENTER FOR THE ARTS (MIDLAND, MI) is in search of a Vice President of Marketing and Communications



Jamie Grant has been engaged to work with our Human Resources Department to conduct the search. Interested applicants may submit their resume and cover letter to [search@GrantManagementGroup.com](mailto:search@GrantManagementGroup.com) with Midland Center in the subject line.

Compensation: \$120,000-\$150,000

## **ABOUT MIDLAND CENTER FOR THE ARTS**

A cultural destination in the heart of Michigan, the Midland Center for the Arts is on a dynamic course of growth and change, including a \$47 million capital campaign and renovation that will allow the organization to recover from the floods of 2020 and create a state-of-the-art Center for art, science, history, education, and performance activities that benefit the entire region.

The Center's unique business and program model creates unusual and exciting opportunities: The Center features a four-story museum of science and art, a 1,500-seat proscenium theater and a separate 400-seat theater, housed within an architecturally significant mid-century modern building, as well as an off-site history center comprised of historical homes and museum facilities. In addition to the museum and programming and performing arts presenting, the Midland Symphony Orchestra (a professional regional symphony), the Center Stage community theatre, and choirs all fall under the Center's umbrella.

## **POSITION CONCEPT**

This position is a unique opportunity for a seasoned marketing executive to have significant impact on shaping the future of the organization and the community through a variety of upcoming changes, including the conclusion of the current Capital Campaign, and the upcoming large renovation that will create a vast number of opportunities for future programming.

Under the direction of the CEO, this position oversees all marketing, branding, communications, public relations, audience development, and ticket office/sales services for the organization. The Vice President of Marketing and Communications, will lead continued audience growth at the Center, building a culture of data-driven marketing decision making, along with storytelling and engagement with our community. This position will help ensure a cohesive and integrated marketing, communications, and community relations program that engages the Center's increasingly diverse constituencies and programs.

## **DUTIES AND RESPONSIBILITIES**

The duties of this position include, but are not limited to:

- Oversee a multi-channel marketing/communications infrastructure that builds the Center's reputation as a leader in art, entertainment, and hands-on science learning in Michigan and beyond.
- Oversee the Ticket Office strategy and planning, ensuring smooth and engaging service for patrons.
- Establish sales goals and create campaigns to reach and/or exceed ticket sales targets.
- Support the CEO by acting as spokesperson for the organization and generate visibility for the Center board and other organizational leaders.

- Oversee and enhance the Center's brand strength in the community, the state, and beyond. This includes enhancing the brand strength within the arts industry, the entertainment industry, and museum industries.
- Oversee all patron communication strategies to grow engagement with ticket buyers and increase their activity with the organization.
- Lead a marketing program that continues to grow earned revenue and deliver strong sales.
- Oversee the creation of Center publications and marketing communications materials as well as development communication pieces such as case statements, annual reports, sponsor, and donor packets, and more.
- Utilize data to drive earned revenue and marketing campaigns.
- Oversee the creation and collection of data, its management, and its use in relation to marketing and ticket office.
- Ensure robust media relations and organizational storytelling through traditional media, electronic communications, and public relations.
- Be a strong Communication leader throughout the renovation. This includes communicating internally, externally, and working as a strategic partner to help ensure a smooth transition throughout the renovation.
- Be a strong manager and mentor to staff, setting clear goals and priorities that support organizational metrics.
- Working with Human Resources, build internal communications systems to strengthen employee satisfaction, and build brand ambassadors with employees, contractors, and volunteers.
- Collaborate with all departments as needed.
- Develop and manage a significant revenue and expense budget.
- Serve as a visionary leader on the Executive Team, interacting regularly with the board, key donors, community stakeholders, and staff.
- Respond to emergent situations in a timely and effective manner, coordinating with relevant stakeholders to ensure the correct message and course of action.
- Act as an advocate for the Diversity, Equity, Inclusion, and Access commitments, and participate in DEIA strategic decisions.
- Other duties as assigned.

**REQUIRED QUALIFICATIONS:**

- Seven to ten years of experience in arts, museums, and/or performing marketing leadership.
- Broad experience in strategic marketing, communications, ticket sales, public and media relations.
- Excellent presentation, communication, and writing skills.
- Impeccable interpersonal skills and experience in mentoring and building a marketing team
- Energetic and forward-thinking with a desire to partner with CEO and fellow executives to conceive and animate a new, unique learning and entertainment experience.

**PREFERRED QUALIFICATIONS:**

- Box Office experience with an understanding of data analytics.
- Experience working in a museum is preferred.

**ABOUT MIDLAND**

Midland, Michigan thrives on community involvement, embodying the motto "A City of Modern Explorers" supported by the county's "Together-Forward-Bold: An exceptional place where everyone thrives" initiatives, including the Midland Area Wellbeing Coalition, participation in the "Communities of Excellence" program, and citizen-led efforts to promote overall wellbeing. Addressing concerns about racial diversity, the town employs Inclusion and Diversity Councils and a director of DEI for public schools. The town's highly rated schools actively involve parents.

Nestled in Mid-Michigan, Midland offers outdoor activities such as kayaking, boating, hunting, hiking, fishing, golfing, and cross-country skiing. Midland is part of the Great Lakes Bay Region, which also includes Bay City, Saginaw, Frankenmuth, Chesaning, and Birch Run, which enhances the incredible opportunities for community involvement, diversity, and engagement activities.

**TO APPLY:**

Midland Center for the Arts' Job Posting for Vice President of Marketing and Communications is posted now! Jamie Grant of Grant Management Group is coordinating with Midland Center's HR department in the search for a suitable candidate. Interested candidates have until noon December 13, 2024, to submit their application. Interested candidates can apply by sending a resume and cover letter to [search@GrantManagementGroup.com](mailto:search@GrantManagementGroup.com) with Midland Center in the subject line.