

SAMPLE: Cultural Job Description Director of Marketing and Audience Development

From *Job Descriptions* by **Clark Reed and his associates at Netgain Partners Inc.** (Cultural Careers Council Ontario and Cultural Human Resources Council, 2003).

DIRECTOR OF MARKETING AND AUDIENCE DEVELOPMENT

- Develops marketing and audience development plans in consultation with the Marketing and Audience Development Committee of the Board of Governors, Executive Director and Artistic Director, with contributions from the staff. Sets revenue and expense targets for box office, membership, and corporate sponsorship. Devises goals for communication activities and customer service.
- Formally reports to the Audience Development Committee of the Board of Governors on a quarterly basis and to the full Board as requested, and provides staff leadership on special task forces.
- Contributes to planning and future direction of the organization, in tandem with the senior staff team.
- Analyzes sales and contribution trends, patron feedback and competitive activity, and shares findings with senior staff, Board and marketing and audience development staff on a regular basis.
- Develops and manages budgets for the Marketing and Audience Development departments.
- Sets pricing for all productions, lectures, readings and special events. Sets discounts and premium pricing policies.
- Recruits, hires and directs contribution of advertising agency and public relations agency.
- Provides direct guidance to the Marketing and Audience Development staff in the execution of the department activities, including sales, Membership, communication, special events, customer service, advertising, publications, corporate fundraising, and media relations.
- Identifies marketing and audience development innovations, and provides leadership and direction in implementing these innovations, which include projects such as pursuing new government streams of funding and the introduction of new box office software.