



Michelle Whiting & Associates
Executive Search, Development Strategies, Foundation Relations,
And Organizational Advancement for the Nonprofit Sector

DIRECTOR OF MARKETING AND CORPORATE RELATIONS POSITION PROFILE



SARATOGA PERFORMING ARTS CENTER MISSION & ORGANIZATION:

Saratoga Performing Arts Center's (SPAC) mission is to cultivate, promote, foster, sponsor, and develop among its members and the community at large, appreciation, understanding, and love of the performing arts! SPAC opened in 1966 and is now an internationally-known and world-renowned venue that has garnered the reputation as one of America's most prestigious summer festivals.

Each Season SPAC welcomes more than 350,000 guests to witness some of the world's best arts organizations in a spectacular outdoor setting. Framed by rolling lawns, majestic pines and rushing streams, SPAC's Amphitheatre, situated in a naturally curved hillside in the center of the 2,200-acre Saratoga Spa State Park, has been an ideal showcase for internationally acclaimed music and dance artists for nearly five decades. The Amphitheatre offers covered seating for 5,200 and the surrounding lawn can accommodate an additional audience of 20,000.

From the beginning, SPAC's growth, success and stature has been intertwined with that of its founding resident companies, the New York City Ballet and The Philadelphia Orchestra, two of the world's foremost artistic organizations. Beginning in 2014, that circle of partners has grown to include the Chamber Music Society of Lincoln Center, the nation's premier chamber music organization, which will make SPAC's Little Theatre its summer home each August. SPAC also hosts numerous exciting and popular annual programs and events, including the Freihofer's Saratoga Jazz Festival, and rock/pop and country concerts via a robust partnership with LiveNation.

In addition to season programs by the New York City Ballet and Philadelphia Orchestra, the 2014 summer season included engagements by the Bolshoi Ballet, the Martha Graham Dance Company and MOMIX, concerts by Live Nation and productions by Opera Saratoga. The final curtain of the SPAC season comes down in early September with the annual Saratoga Wine and Food Festival, one of the fastest-growing wine and food events in the nation.

SPAC's annual operating budget is \$9 million; approximately \$5 million is generated by ticket sales, corporate sponsorships, and other earned income.

Under the leadership of President and Executive Director, Marcia White, SPAC employs 15 full time staff and 450 seasonal staff and volunteers. For ten years Marcia's vision has been lauded by artists and the performing arts community for her uncompromising commitment to excellence. Marcia and the staff are supported by SPAC's board of directors, comprised of local and regional community volunteers representing the judicial, political, corporate, philanthropic, publishing world, as well as the performing arts.

Beginning in 2015, SPAC will begin a salute to its first 50 years, culminating in a huge not-to-be-missed anniversary celebration during the summer of 2016.



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LOCATION: SPAC is located in Saratoga Springs, New York. Saratoga Performing Arts Center, located in the historic resort town of Saratoga Springs in upstate New York, has established its tranquil setting in a 2,400-acre park preserve surrounded by hiking trails, geysers, and natural mineral springs which draws vacation crowds and art connoisseurs each year to its summer programming.

Saratoga Performing Arts Center is recognized as the cultural hub of upstate New York, the Hudson Valley, Vermont, the Berkshires, Connecticut, and nearby Canada. Set on the grounds of Saratoga Spa State Park, SPAC is complex consisting of a large amphitheater and a smaller indoor theater in Saratoga Springs, New York.

Saratoga Springs was ranked tenth in the list of the top 10 places to live in New York State for 2014.

POSITION CONCEPT: The Director of Marketing and Corporate Relations for SPAC is responsible for designing and managing innovative marketing, effective communications and institutional branding strategies that build awareness of, preference for and engagement with SPAC and its wide array of dance, musical offerings and community programming. The Director of Marketing and Corporate Relations is responsible for generating \$5M in sponsorship and earned income, and has oversight over a \$450,000 expense budget.

This Director of Marketing and Corporate Relations will manage the marketing and media budget as well as SPAC's brand in visual and written communications, social media and all video and audio presentations. The Director of Marketing & Corporate Development is responsible for leading the corporate sponsorship activities and increasing this revenue stream.

This position requires a strategic marketing thinker focused on delivering a full portrait of SPAC's relevance including its artistic and cultural offerings, community-based initiatives, arts advocacy, and contributions to the community and the region. Areas of focus will be on marketing, brand enhancement, and corporate outreach effort that significantly impact revenue growth, enhance external and internal messaging, leverage new technologies and fully harness marketing and communications resources (internal and external) to support the organization in its entirety.

The ideal individual will possess initiative, exhibit a strong collaborative and team spirit, and have the ability to handle multiple projects of varying natures simultaneously. Success in this role requires someone who is imaginative, highly self-motivated and who can work in a self-directed manner in a fast-paced environment.

The ideal candidate will possess a combination of the following:

- Successful verifiable track record of building market-based promotional relationships that support short-term, seasonal, and longer term needs and strategic initiatives
- Leadership of progressive and creative marketing strategies and campaigns that achieved or exceeded targets, preferably within an arts organization
- Event management, in particular a large-scale wine and food festival
- Strong design aesthetic sense coupled with wide knowledge of communication/marketing trends and opportunities
- Experience in building and creating successful collaborations and sustaining effective relationships with board, staff, members, volunteers, donors, corporate stakeholders, community/political/and business leaders
- The ability to identify, initiate, nurture, and maintain close relationships with corporate donors and sponsors on local, regional and national levels
- Demonstrated success in securing major seasonal and multi-year sponsorships
- Understanding of key partnership opportunities, challenges and emerging trends within corporate support



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- Ability to perform systematic and rigorous research and analysis on all customer segments and programs in order to develop the most effective marketing, and branding communication strategies
- Demonstrated experience building a brand and cultivating an investment in it
- A broad knowledge of/ and an appreciation for the classical/cultural performing arts world (dance, classical music, orchestra music, modern dance, jazz) is of course, highly preferred

The immediate and critical priorities of the Director of Marketing and Corporate Relations include the following:

- Develop and execute realistic short and long-term plans for launch and implementation of a marketing campaign to coincide with the organizations' 50th Anniversary
- Position SPAC for a successful 2015 season by reviewing, enhancing and carrying out established marketing plans
- Create short-term and long-term strategic plans for existing and newly acquired Corporate Sponsors, Group Sales, Promotions, and E-commerce
- Establish clear sales goals, standard marketing budgets and aggressive plans for increasing subscriber bases and single ticket sales for annual and future programs
- Thoroughly understand SPAC's unique history, culture, partnerships, programs, performances, constituents, governance structure and brand.

REPORTING RELATIONSHIPS: Reporting directly to the President and Executive Director, the Director of Marketing & Corporate Development will lead a talented staff of two full time professionals and four seasonal paid interns.

EDUCATION/EXPERIENCE and CAREER PATH: A minimum of a Bachelor's Degree is required. The ideal candidate has a minimum of five-seven years+ of marketing and development leadership experience in the nonprofit sector, preferably with performing/visual/cultural arts groups, and/or performance venues. The successful candidate will also have a career path that exhibits progressive responsibility for corporate fundraising, marketing, branding, media buying, public relationships, communications and or sales, and business development.

COMPENSATION: SPAC is offering a highly competitive compensation package salary based on industry standards and the candidate's qualifications/ experience.

APPLICATION PROCESS: SPAC requires the following submission to begin the application process:

- 1.) A cover letter. All candidates are strongly encouraged to develop a cover letter that describes how their qualifications and experiences fully intersect with SPAC's needs.
- 2.) Resume/CV.
- 3.) Compensation history *and* Compensation requirements.

All three attachments must be received; incomplete applications will not be considered. All materials may be submitted to: Megan@MichelleWhitingandAssociates.com. No phone calls to SPAC offices or personnel please. Only principal, qualified candidates will receive a response.

SPAC is an Equal Employment Opportunity Employer and actively and enthusiastically seeks a diverse pool of candidates.