



## Director of Marketing and Communications Indianapolis Ballet, Inc.

**SPECIFICATIONS:** Full-time, salaried position; 40 hours/week with some evenings and weekends; flexible schedule; paid vacation; free downtown parking

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### POSITION SUMMARY:

Indianapolis Ballet, Inc. - home of the Indianapolis Ballet (IB) professional company and the Indianapolis School of Ballet (ISB) - is seeking a motivated Director of Marketing and Communications. Reporting to the Artistic Director, this position develops and manages all marketing and communications functions surrounding IB & ISB performances, fundraising efforts and community outreach in addition to ISB student enrollment and acquisition for semester classes and summer programs. Duties include planning, budgeting, advertising, promotion, tracking and reporting results across multiple sales channels. Exceptional time management, ability to prioritize many projects and excellent writing skills are requirements of the position. Knowledge of classical ballet is encouraged, but not required.

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### REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Assess competitive local, regional and national arts & entertainment environments; introduce innovative tactics and approaches; and utilize the latest marketing and PR tools and trends in promoting Indianapolis Ballet and the Indianapolis School of Ballet as premiere destinations for ballet performance and instruction in the United States.
- Create, implement and measure success of a comprehensive multichannel marketing, social media, communications and public relations campaign for both IB and ISB.
- Enhance IB's and ISB's image and position within the marketplace and general public and increase awareness of the company and the school via local, regional and national earned and paid media placements.
- Plan marketing, advertising and ticket sales strategies and implement best practices to maximize income from IB individual performances and season subscription sales; ISB student enrollment, ticketed showcase performances, and Summer Intensive program; and IB/ISB fundraising events and campaigns.
- Implement audience engagement strategies and campaigns to attract and retain patrons and capture data on demographics, customer satisfaction and student/parent feedback.
- Monitor campaigns; track sales activities/trends through analytics tools within software platforms (including Google Analytics) and report results to Indianapolis Ballet, Inc. Board of Directors.
- Facilitate internal and external communications for publications, media relations and social media, including content production for all major social channels (Facebook, Instagram, YouTube, Twitter & LinkedIn).
- Plan media buys and develop marketing and promotional collateral/materials (print, electronic and digital) both internally and in partnership with contracted graphic design, photography and videography partners.
- Maintain and update [indyballet.org](http://indyballet.org) website through WordPress and assist with planned change to Squarespace website content management system leading up to 2019/20 Season in Summer 2019.
- Write programmatic and promotional copy for print collateral, social media, website, traditional media advertising (print/magazine/radio/TV) and other channels.

- Assist Director of Operations in developing ticketing customer service protocols for staff, creation of ticketed performances within the Eventbrite ticket system and fulfillment of Season Subscription deliverables.
- Develop and manage advertising and merchandising budgets; track expenditures in conjunction with Director of Operations and Financial Services Consultant.
- Assist Director of Development with fulfillment of marketing, PR and ticketing deliverables included in Corporate Partnership and Dancer Sponsorship packages and provide support in sponsorship sales efforts.
- In conjunction with the Indianapolis Ballet Guild membership, plan and execute promotional opportunities for IB & ISB including various arts events, community events and at performances.
- Assist in design and purchasing efforts with vendors for all branded merchandise and promotional materials.
- Attend rehearsals and performances to produce social media/website content and evaluate audience feedback, attendance and demographics while enhancing expertise on ISB's patron engagement.
- Establish and maintain strong business relationships with community partners and media outlets.

**MINIMUM REQUIREMENTS:**

- Four-year degree and 3+ years of relevant professional work experience in marketing and communications. Experience in performing arts industry and knowledge of classical ballet are preferred.
- Advertising, digital media marketing (including PPC and social media), communications and event management experience is preferred.
- Excellent verbal communication and writing and editing skills are required.
- Must have comprehensive knowledge of direct mail, e-mail, mobile, and social media marketing strategies and best practices.
- Functional knowledge of or capability to learn Microsoft Office, Google Analytics, website content management systems (WordPress and Squarespace), Salesforce email marketing, Adobe Creative Suite and Eventbrite ticketing platform.
- Demonstrated ease with using databases and analytical tools/spreadsheets to perform analyses, execute marketing strategies and communicate results.
- Some photography & video experience preferred.
- Possesses the following traits/skills: flexible, professional, shows initiative, demonstrates leadership and vision, follow-through, strong communication skills, motivating and leading staff, team and consensus building.

**CONTENT OF CONFIDENTIAL INFORMATION:** Will have access to confidential programming and marketing plans, organizational financial information, staff and student biographical information.

**PHYSICAL REQUIREMENTS:**

This position requires the ability to sit for long periods of time to conduct daily business operations. Position also requires the hearing and visual acuity to converse with internal and external constituents in person, over the phone, and via electronic communication with or without reasonable accommodation. Director will need to maneuver behind and around the stage and move throughout the theatre to conduct business during rehearsals and performances.

**SUPERVISION:** Reports to the Artistic Director but must have the ability to work independently and make sound decisions with a high level of autonomy.

**TO APPLY:** Send resume, cover letter and salary requirements to [admin@indyballet.org](mailto:admin@indyballet.org).