Position Title: Director of Marketing and Communications  
Supervisor: President/CEO  
Classification: Full Time Exempt  
Last Updated: June 12, 2019

About Midland Center for the Arts
The Midland Center for the Arts is a cultural destination where people find meaning and connection in their busy lives. One of Michigan’s largest non-profit arts organizations, the Center is a unique cultural complex located in the city of Midland, Michigan. The 275,000SF facility encompasses an auditorium theater (1500 seat) that presents touring Broadway and national artists and entertainers, a mid-sized theater (400 seat) for touring programs and locally-produced theater, a four-story hands-on, interactive museum of science and art, a historical campus, and an in-house community theater and professional regional symphony.

Position Concept:
The Center has experienced significant growth in the past three years that has included doubling earned revenue and growing audiences by 40%. In the next three years, the organization will celebrate its 50th season and kick-off a capital campaign to fund a major renovation of the hands-on museum. This position is a unique opportunity for a seasoned marketing professional to help build the organization’s future as we expand into new programs and service and broaden our audience base. Overseeing the marketing and communications department, the position will be responsible for growing and developing a results-oriented, creative, flexible marketing team, able to meet ambitious revenue goals, build the reputation of the Center and engage in organizational storytelling.

Specific Duties and Responsibilities Will Include:

- 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 the state and beyond
- Oversee and enhance the Center’s brand strength in the community, the state and beyond, including within the arts, entertainment and museum industries through communications vehicles including media placements, speaking, sponsorships and other avenues
- Lead a marketing program that continues to grow earned revenue and deliver strong sales results
- Oversee the creation of Center publications and marketing communications materials as well as other Center materials, serving to ensure consistency in messaging and acting as in-house consultant for appropriate communication and marketing pieces.
- Ensure robust media relations and organizational story-telling through traditional media, electronic communications and public relations in the region, the state and beyond, as well as within the industry
- Be a strong manager and mentor to staff, setting clear goals and priorities that support organizational metrics
- Assist with messaging in all areas, including internal communications to strengthen employee satisfaction and build brand ambassadors with employees and volunteers
- Develop and manage a significant revenue and expense budget
- Grow a strong team and nurture skills in marketing
- Help to support story-telling throughout the organization through presentations, articles, and other opportunities.

**QUALIFICATIONS/EXPERIENCE/EDUCATION:**
- 10+ years of experience in developing and implementing successful marketing programs leading to sales results
- Experience in strategic communications and media relations
- Excellent presentation, communication, and writing skills
- Strong experience with both traditional and emerging media
- Impeccable interpersonal skills; someone who thrives on building personal relationships
- Collaborative and collegial orientation to work
- Experienced staff manager
- Experience in or passion for the performing arts and/or museums preferred

**Application:**
Email Cover Letter and Resume to: siegmund@midlandcenter.org
Tina Siegmund
HR, Payroll & Benefits manager

Deadline: Open Until Filled