



Position Announcement/Description  
**Vice-President of Communications & Patron Relations**  
**Midland Center for the Arts**  
**Midland, MI**

**Classification:** Full Time Exempt

**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 50<sup>th</sup> 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 communications professional to have significant impact on shaping the future of the organization and the community through these upcoming events.

Overseeing all communications, branding, and marketing functions for the organization, the Vice President of Communications and Patron Relations will lead continued patron-centric growth at the Center, building a culture of story-telling and engagement with our community. Reporting to and partnering with the President, the Vice President will be responsible for ensuring a cohesive and integrated marketing, patron communications and community relations program that engages the Center's increasingly diverse constituencies and programs. As the Center approaches its 50th anniversary in 2021, the Vice President and his/her staff will meet ambitious goals in revenue generation and patron engagement and the VP will be instrumental in building and illustrating the case for the capital campaign.

**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
- Support the President in her role as chief 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, including within the arts, entertainment and museum industries
- Oversee all patron communication strategies to grow engagement with ticket buyers and increase their activity with the organization.

- Build development communication strategies that engage, educate and thank donors, board members, volunteers and other key stakeholders, building stronger and deeper connections 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
- Ensure robust media relations and organizational story-telling through traditional media, electronic communications and public relations
- Be a strong manager and mentor to staff, setting clear goals and priorities that support organizational metrics
- Build internal communications systems to strengthen employee satisfaction and build brand ambassadors with employees and volunteers
- 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 and community stakeholders

**QUALIFICATIONS/EXPERIENCE/EDUCATION:**

- 10+ years of experience in developing and implementing successful and comprehensive communications programs
- Broad experience in strategic marketing, 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 donor relations or development/advancement preferred
- APR preferred
- Experience in or passion for the performing arts and/or museums preferred

**Application:**

Email Cover Letter and Resume to: [siegmund@midlandcenter.org](mailto:siegmund@midlandcenter.org)

Tina Siegmund

HR, Payroll & Benefits manager

Deadline: Open Until Filled