



Vice President of Marketing & Communications

About BAM

BAM (Brooklyn Academy of Music) is a home for adventurous artists, audiences, and ideas—engaging both global and local communities with world-renowned programming in theater, dance, music, opera, film, and much more. With an annual operating budget of approximately \$50 million—the majority dedicated directly or indirectly to programming—BAM is a leading presenter of emerging and contemporary artists.

About the Opportunity

BAM is seeking the **Vice President of Marketing & Communications** to join its Executive Team at a key moment in the institution’s history. While in-person gatherings remain in mandated shutdown in New York City for the foreseeable future, BAM continues to work to engage all of its artist, community, and audience constituencies to enrich their lives and maintain visibility in alternative formats, expanding the idea of what a stage can be. During this time of great challenge for the arts industry, BAM remains clear-eyed but hopeful, and the Vice President of Marketing & Communications will play a central role in helping the organization envision the future toward which it is rebuilding—one that is authentic, inclusive, and central to the culture of Brooklyn and all of New York City.

This is a unique marketing leadership role in the arts and culture industry, as the Marketing & Communications team supports a multi-disciplinary performing arts center, a robust cinema program, and a wide array of education and community programs. The successful Vice President of Marketing & Communications will understand the nuances of supporting each of these aspects of the BAM brand, and design the necessary systems and structures within the team to effectively do so—including a robust digital strategy that provides a powerful mechanism for connection and storytelling within the BAM experience. It is integral that candidates who may not possess direct experience in all of these programmatic areas are able to clearly articulate their vision for how they will translate their expertise to each area’s distinct needs, and how they would lead the Marketing & Communications team accordingly.

BAM is currently undergoing an anti-oppression process to pursue long lasting change in our workplace. BAM recognizes that historic institutional practices lead to a non-inclusive environment, and is working to address diversity, equity, and inclusion in all forms. Individuals working at BAM are engaging at their own pace during this process, which is not uncommon when addressing issues of power and privilege. The Marketing & Communications division supports and continues to take part in this process.

Job Description

Reporting to President Katy Clark, and in close collaboration with a team of curators including BAM’s new Artistic Director David Binder and VP of Education and Community Engagement Coco Killingsworth, the Vice President will lead a division charged with helping BAM increase and expand its audiences; evolve and enhance its reputation and brand; and diversify and grow earned income. The successful candidate will be able to articulate a clear and compelling vision for BAM and empower and mobilize their team to help achieve it, while also working collaboratively across divisions at a time of significant institutional change. The Vice President

will lead and should be well-versed in all aspects of Marketing & Communications, including brand management, customer experience, advertising, institutional marketing, creative services, public relations, ticketing, and digital media.

BAM is an equal opportunity employer and as such, we prioritize creating an accessible and inclusive home for our artists, audiences, and especially our colleagues working at BAM.

Key Objectives

- Create revenue forecasts, meet targeted goals, and spearhead new measures to increase ticketing and other earned revenue, including rentals, retail, F&B, and other new initiatives
- Meet attendance goals by creating and implementing strategy that resources and advocates for expanding and sustaining diverse audiences that better reflect the makeup of Brooklyn and NYC.
- Lead, develop, motivate, and retain high-performing staff.
- Constantly refine marketing approaches based on data analytics and use the data to make decisions. Pursue and implement efficiencies in all areas of marketing through new approaches, market research, benchmarks/metrics, and evaluation to measure performance.
- Develop an inclusive and nimble internal, external and digital communication and messaging strategy that equitably engages all our constituents - staff, board, donors, artists, audiences and community members - and that adequately represents all of BAM's programs and brands.

Requirements

- A minimum of 10 years leadership experience, including senior management experience.
- At least 8 years' experience with marketing/communications.
- Understands the importance of Diversity, Equity and Inclusion (DEI) and Anti-Racist practices; and has experience with related concepts, programs, and initiatives
- Strong written and verbal communication skills; strong interpersonal skills.
- Experience in planning marketing strategies, media campaigns, and successful public relations efforts
- Experience working in a venue that sells tickets and/or a sophisticated understanding of dynamic pricing strategies to optimize and balance revenue, customer loyalty, accessibility, and growth
- Strong business acumen including strategic, analytical, and problem-solving skills.
- Experience working in an organization within the cultural sector is preferred

Compensation: Approximately \$200,000, plus a generous benefits package.

Application Instructions

The search for the VP of Marketing & Communications is being conducted on behalf of BAM by Tom O'Connor Consulting Group, a New York-based search firm and consultancy specializing in marketing, audience development, and adjacent disciplines within the arts and culture industries.

To apply, email your cover letter, salary requirements, and resume as a single PDF file to jobs@tomocgroup.com with "BAM" in the subject line. Please name the file using the template of "Last Name, First Name." Cover letter should include relevant experience, how you became aware of the position, and any direct experience you have had with similar positions and institutions. No phone calls please.