



Position Profile

Vice President, Marketing & Communications

About the Opportunity

The Vice President, Marketing & Communications (“VP”) is a critical member of the Executive team at the Segerstrom Center for the Arts (“the Center”) in Costa Mesa, California, and leads a division that is responsible for \$31 million in earned revenue while overseeing a marketing budget of \$5.5 million. The Center’s diverse array of programming spans touring Broadway, classical and contemporary music, dance, cabaret, and more. The successful VP will understand the nuances and unique sales opportunities within each of these genres, as well as the type of institutional branding strategies that will keep the Center a vital destination for the arts and culture in Orange County, beyond the promotion of its individual offerings.

The VP leads the Marketing & Communications division comprised of 18 full-time staff members. This includes four staff in Communications (a Sr. Director overseeing Publications and Public Relations), and 14 staff in Marketing (an Asst. VP overseeing Audience Development, Group Services, Creative Services, and an Outbound Call Center). As a whole, the Center has 120 full-time staff. The marketing team is a highly functional operation made up of many dedicated, long-time employees who will welcome a VP who can elevate and continually develop their skills and approaches in a constantly-changing marketing landscape. To support its vast and diverse offerings, the Center also engages external resources including Davidson & Choy (select PR components), AdTaxi (digital media buying), as well as a traditional media buyer and freelance designers as needed.

About the Segerstrom Center for the Arts

Since opening in 1986, and originally named the Orange County Performing Arts Center until 2011, the Segerstrom Center for the Arts has presented a broad range of programming for audiences of all ages. This includes international ballet and dance, national tours of top Broadway shows, jazz and cabaret, contemporary artists, classical music performed by renowned chamber orchestras and ensembles, family-friendly programming, free performances and events on the plaza ranging from outdoor movie screenings and a summer jazz series to dancing lessons and culturally diverse community festivals, and many special events.

Seegerstrom Center for the Arts is also proud to serve as the artistic home to three of the region’s major performing arts organizations: Pacific Symphony, Philharmonic Society of Orange

County, and Pacific Chorale. In addition to Segerstrom Center for the Arts as a presenting and producing institution, it also identifies the beautiful 14-acre campus that embraces the Center's own facilities as well as two independently acclaimed organizations: South Coast Repertory and a site designated as the future home of the Orange County Museum of Art.

For a full history of the Segerstrom Center for the Arts, see page 6 of this document.

Mission Statement for the Segerstrom Center for the Arts

Segerstrom Center for the Arts believes in the power of performing arts to transform lives and that the shared experience and exploration of the arts will help unite Orange County, creating a more culturally connected and vital community. We will help shape the Orange County of the future through meaningful collaborations with diverse communities, embracing creativity in all its forms and enabling a more inclusive, vibrant performing arts scene at the Center and across the region.

We will maintain the excellence of our core artistic and educational programs while demonstrating the entrepreneurial resolve to extend resources, know-how and creativity into these communities we engage. The Center will be transformed into a cultural center and dynamic town square deeply engrained in the fabric of our community, artistically ambitious, yet accessible to all, one that shines as the very model of the successful performing arts center of the future. We will show that together we thrive when we make the arts matter.

Application Instructions

The search for the VP, Marketing & Communications is being conducted on behalf of the Segerstrom Center for the Arts 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@tomoconnor.co (note: .co) with "Segerstrom Center" 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.

Job Description

Job Title:	Vice President, Marketing & Communications
Department:	Marketing
Reports To:	President
FLSA Status:	Full-Time – Exempt

POSITION SUMMARY:

The Vice President of Marketing and Communications will be responsible for the creation, development and implementation of strategically focused marketing and communications plans designed to enhance the institution's brand both nationally and locally and strengthen the awareness of the products, programs and education/outreach opportunities offered by the Center to the general public.

DUTIES AND RESPONSIBILITIES *include the following. Other duties may be assigned or changed at the discretion of management.*

- **Institutional Branding:**
 - Serve as brand leader to ensure all communications and marketing efforts maintain brand integrity;
 - Coordinate branding initiatives and message consistency throughout the organization.
 - Liaise with the President and Board Members in developing a top-down brand platform and promise.

- **Paid and Earned Media – Manage the work content and quality of direct reports who are responsible for:**
 - The management of media partnerships; press relations and media communications
 - The creation & content for collateral materials, including, advertising materials (digital, social, television, radio, newsprint, and out-of-home), program brochures, etc.
 - The production and management of graphic designers, printers and other vendors
 - The development of a dynamic website in collaboration with design team and an internal working group; manage the writing/editing of website content, ongoing updates, and ensure new and consistent information is posted
 - The creation and implementation of a social media strategy and the on-going development of engaging content that leads to measurable results

- **Ticket Sales – Manage the work content and quality of direct reports who are responsible for:**
 - Season subscription and renewal campaigns (direct mail, telemarketing, and all other outlets)
 - Ticket sales promotion for all events and performances
 - Patron services and audience satisfaction research
 - Note: Guest Services is a peer department at the Center overseeing Ticketing, Front-of-House, Accessibility, and Ticketing Functional Support for resident companies; the VP will work closely with the VP of Guest Services in providing a consistent experience for all customers.

- **Organizational Development**

- Provide leadership, service and motivation to all related departmental areas, relevant committees of the Board and volunteer groups.
- Participate in general management of organization as well as special projects and initiatives that advance the institution.

Candidate Profile

The ideal candidate will have direct and extensive experience developing and implementing marketing & communications strategies for a performing arts organization. They should also have demonstrated strategic acumen and have a fully developed set of core strengths in all areas of media marketing along with the ability to move swiftly to capitalize on new opportunities. Such experience would come from a minimum of 10+ years of senior – level experience.

EDUCATION and/or EXPERIENCE

- BS in Marketing or Business; MBA preferred
- 10+ years of progressively senior experience in a cultural institution
- Broad business acumen with strong financial and strategic orientation
- Concept development and overall brand positioning
- Exceptional analytical skills
- Advertising and promotion creation/implementation
- Excellent ability to manage relationships in advertising, PR, top management, etc.
- Market research and analysis
- Strategic planning

PERSONAL / PROFESSIONAL ATTRIBUTES:

The successful candidate should be:

- An experienced, proven leader with the ability to project confidence, humility, emotional intelligence, high energy and empathy. A hands-on engaging individual who also possesses the ability to see the entire picture of the organization, its mission, its position in the community and in the arts world.
- A mission-driven individual with a belief in and commitment to the mission of SCFTA; a strong interest in, and passion for, the performing arts and the diverse communities of Orange County.
- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan.
- Determined yet respectful of other's concerns; someone with the flexibility and creativity needed to find alternative ways to reach goals when barriers arise;
- A charismatic communicator, able to build enthusiasm for the Center, its performances and programs, and for innovative approaches that advance the reputation of SCFTA as a performing arts leader in Southern California; exceptional verbal and written communication skills.
- A hard worker with a high energy level; a "doer" with a willingness to work hands-on in developing and executing a variety of marketing and communications activities.

- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

PHYSICAL DEMANDS: *The physical demands listed below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to walk; demonstrate manual dexterity while using hands to finger, handle, or feel, including heavy use of keyboard. Incumbent must also talk and/or hear. The employee frequently is required to stand; reach with hands and arms; and stoop, kneel, crouch. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually quiet.

SEGERSTROM CENTER FOR THE ARTS

In the late 1960s, a number of community leaders decided that Orange County should have a world-class performing arts venue in which local, regional and esteemed guest artists could perform for the rapidly growing and culturally discerning region of the nation. The population was increasing, businesses were headquartering here and major educational institutions were being established. The Philharmonic Society of Orange County, Pacific Chorale and Pacific Symphony needed a concert hall with seating and acoustics appropriate to their needs and the caliber of their performances and the international artists they hoped to present. Clearly, the time was right for the creation of a cultural institution worthy of this thriving community.

In the mid 1970s, the local Segerstrom family donated a five-acre site for the Orange County Performing Arts Center. It was determined that the new complex would be built entirely through private funding. Government funding would neither be solicited nor accepted. The Center was the first arts organization of its scope in the country to hold this distinction. Charles Lawrence served as lead architect. An international team of Dr. A. Harold Marshall, Dennis Paoletti and Jerald R. Hyde designed the acoustics.

The vision of its founders became reality on September 29, 1986, when the Orange County Performing Arts Center opened with a concert in Segerstrom Hall – one of the nation’s most innovative and technically advanced homes for the performing arts with a gala concert. It is a 3,000-seat, opera house-style venue with exceptional acoustics that would showcase an array of performing arts genres.

In 1998, the Segerstrom family made another commitment to the Center. An additional parcel of land was deeded to the Center for the purpose of constructing a concert hall, a multi-use theater, an education center, public restaurant and community plaza. The creative team of architect Cesar Pelli, acousticians Russell Johnson and Damian Doria of Artec Consultants, Inc. and landscape architect Peter Walker and Partners was engaged for this new project.

Another major step towards the completion of the original dream of the Center’s founders came when, in August 2000, Henry Segerstrom provided the lead gift of \$40 million to the Center’s \$200 million capital campaign. This was the largest charitable cash gift in the history of Orange County. In recognition of this cornerstone gift, the new concert hall at the Orange County Performing Arts Center was named the Renée and Henry Segerstrom Concert Hall after the Center’s founding chairman and his late wife. The 500-seat theater was designated Samueli Theater in recognition of the \$10 million gift from the Henry Samueli Family Foundation.

The year 2006 was a watermark for the Center and the community. In April, “Connector,” a towering steel sculpture created by renowned artist Richard Serra, was installed on the new community plaza that unites the Center’s original Segerstrom Hall with the newer concert hall venues. It was commissioned by Elizabeth and Henry Segerstrom. The highlight of the year occurred on September 15 when the Center inaugurated its new Renée and Henry Segerstrom Concert Hall with a spectacular concert by Pacific Symphony led by its music director, Carl St.Clair.

On January 12, 2011, the Center was renamed Segerstrom Center for the Arts to honor the extraordinary contributions of the Segerstrom family, whose unwavering commitment has been at the core of the Center's success. The Segerstrom Center for the Arts presenting institution and its venues are situated in a 14-acre multidisciplinary campus of the same name that encompasses two other major arts organizations. These include the Tony® Award-winning South Coast Repertory and the future site of the new Orange County Museum of Art.

In late 2017, the Center inaugurated its fully realized outdoor performance and community gathering space, the Julianne and George Argyros Plaza. Designed by Michael Maltzan Architecture, the new plaza is a welcoming public gathering place with a stage, shade trees, picnic and dining areas and an outdoor restaurant, George's Café. The plaza is dedicated to the community and offers year-round free performances, festivals and community events.

Segerstrom Center for the Arts presents a broad range of programming for audiences of all ages, including international ballet and dance, national tours of top Broadway shows, jazz and cabaret, contemporary artists, classical music performed by renowned chamber orchestras and ensembles, family-friendly programming, free performances and events on the plaza ranging from outdoor movie screenings and a summer jazz series to dancing lessons and culturally diverse community festivals, and many special events. It is a leader among the nation's performing arts centers for providing education programs designed to inspire young people through the arts. The Center's programs reach hundreds of thousands of students each year in five Southern California counties. Community engagement programs connect the Center more comprehensively with Orange County's many diverse communities. The goal of these partnerships with non-cultural organizations is to help them in their own efforts to respond to the ever-changing needs of the community.

The Center for Dance and Innovation supports flagship artistic programming and a wide range of projects that celebrate innovation, nurture creativity and engage audiences of the future. It is home to the American Ballet Theatre William J. Gillespie School and the School of Dance and Music for Children with Disabilities.

Segerstrom Center for the Arts is also proud to serve as the artistic home to three of the region's major performing arts organizations: Pacific Symphony, Philharmonic Society of Orange County and Pacific Chorale. Each contributes greatly to the artistic life of the region with annual seasons performed at the Center.

In addition to Segerstrom Center for the Arts as a presenting and producing institution, it also identifies the beautiful 14-acre campus that embraces the Center's own facilities as well as two independently acclaimed organizations: Tony Award®-winning South Coast Repertory and a site designated as the future home of the Orange County Museum of Art.

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