



# Director of Marketing and Communications

**LEADERSHIP PROSPECTUS | SPRING 2024**



*Brevard Music Center seeks a marketing and communications professional to maximize ticket sales revenue, create brand awareness, engage with audiences and diverse ticket buyers, increase student applications, and promote the BMC's impressive facilities.*

## **Executive Summary**

Brevard Music Center (BMC) is one of the United States' most revered summer music festivals and summer training programs. Since its inception in 1936, BMC has cultivated an enviable track record of educational and artistic excellence. In continuation of that legacy, BMC is seeking a **Director of Marketing and Communications** who will maximize ticket sales revenue, create brand awareness, engage with audiences and diverse ticket buyers, oversee the box office, increase student applications, and promote BMC's enviable facilities. The Director will work closely with programming, educational, and development teams to maximize reach of

BMC while playing an instrumental role in driving revenue. Reporting to President & CEO Jason Posnock, the next Director will be a key member of the BMC team as it maximizes organizational impact.

Brevard Music Center stands as one of this country's premier summer training programs and festivals. More than 700 gifted students, ages 14-29, gather at BMC every summer to study with a distinguished faculty of over 80 artists from the nation's leading orchestras, colleges, and conservatories.

This exceptional opportunity allows the Director to cultivate the next generation of professional musicians and audiences while working alongside a gifted leadership team and living in a beautiful and burgeoning region. Additionally, BMC is committed to supporting the Director with important professional development opportunities and career training. It is expected that the Director reside full-time in the Brevard area. BMC is committed to a competitive and attractive salary in alignment with the candidates's qualifications and experience. Additionally, BMC provides a competitive benefits package and relocation assistance.

## Key Elements of the Position

Reporting to the President and CEO, the Director of Marketing and Communications will lead a department responsible for all ticket sales revenue, summer festival materials, print and social media, and rental income for the new Parker Concert Hall. The Director will be a mission-driven arts marketing and communications professional who embraces the mission, artistic vision, and core values of BMC. The Director should be an energetic, strategic, and creative thinker who possesses a high level of emotional intelligence. The candidate should be a results-oriented individual capable of leading a full-time professional box office and ticketing department that includes a full-time Manager, a full-time Supervisor, box office staff including part-time and seasonal interns, and a contracted marketing agency. The Director manages both institutional and programmatic marketing efforts, including annually supporting 100 performances and events at the Whittington-Pfohl Auditorium, Straus Auditorium and the Parker Concert Hall.

The Director of Marketing and Communications is responsible for continually evolving the Brevard Music Center's brand identity through building strategic, diverse, and inclusive relationships while creating a voice to share BMC's story and values. This position applies key elements of creativity, art, and editorial direction to all aspects of the marketing department and works to provide communication for all program areas at BMC.

The Director of Marketing & Communications is a key member of the senior leadership team and will lead programmatic and institutional marketing efforts while working collaboratively with the senior leadership team to identify opportunities and build strategies that grow capacity, sustain the current audience, cultivate new audiences, and increase visibility and awareness throughout the region.

- The Marketing function will drive all ticket revenue and develop and lead the implementation and oversight of advertising, publications, content creation, social media, and promotions.
- The Communications function is responsible for the in-house press communications, news releases, publicist functions, and relationships with key media influencers and outlets for arts-related stories.

## Ideal Experience and Qualifications

The ideal candidate will be an energetic team member, strategic in action, and a creative thinker conversant with classical, jazz, and popular music. The candidate should possess superior written and verbal skills and be able to write compellingly about all kinds of music. Other qualifications include:

- A minimum of three years of experience in Arts Communications, Marketing, Box Office, Sales, Advertising, or PR, with a demonstrated record of driving audience growth and maximizing ticket sales
- Strong organizational, leadership, communication, and management skills.
- The ability to translate strategic thinking into action with a strong understanding of technology (knowledge of ticketing software preferred) and omni-channel marketing
- A keen sense of design and sales copywriting

- Excellent written and verbal communication skills with the ability to write compellingly about classical music and the arts
- Effective presenter internally and externally to peers and subordinates as well as patrons, donors, and community business and government leaders
- The ability to work independently and as part of a high-performing cross-functional team
- The ability to organize and prioritize projects, meet deadlines, and sustain productivity
- Talent to lead by creating a positive day-to-day work environment for the staff while inspiring open communication, teamwork, and a culture of respect

## Personal Characteristics

To thrive in this role, the Director will be:

- Mission-driven with a belief in, and commitment to, BMC's mission, artistic vision, and values
- A great storyteller with the ability to bring to life musical events in a compelling manner
- A good listener who is comfortable receiving input from many sources and is able to analyze and formulate disparate information into sound, well organized plans
- Flexible and creative and capable of discovering alternative ways to reach objectives when barriers arise
- A skilled negotiator
- A team builder with strong skills in management and leadership; one who understands the subtleties of motivating and directing a diverse group of personalities with different work styles
- A self-starter who can juggle many projects simultaneously, setting clear priorities and schedules in collaboration with the needs of other departments
- A project manager who can handle multitasking required in a summer music festival

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

## Priorities and Responsibilities

The Director of Marketing and Communications will be expected to achieve these goals and oversee these responsibilities:

- Supervise the marketing team and lead them in achieving sales and revenue goals and completing critical tasks
- Develop, in association with the leadership team, key performance revenue metrics
- Provide the President and CEO with a financial overview of all marketing activities, including financial reports, budgets, and forecasts
- Work collaboratively with a cross-departmental team to develop pricing strategies, project ticket sales and rental income, and manage inventory
- Oversee institutional marketing and public relations, focusing on long-term audience development; meet printing and planning deadlines; increase public awareness of BMC's community and industry impact; support strengthened relationships between BMC and patrons, donors, board members, and other key stakeholders
- Research, plan, implement, and evaluate group sales and actively prospect cultural tour sales within the region
- Strengthen BMC's existing brand identity, solidify written and visual communication standards, set the messaging tone, and ensure consistency of brand voice across the organization
- Support BMC's mission and vision to engage new and diverse audiences by continuously analyzing evolving demographics, refining target markets, and collecting relevant information to increase BMC's visibility in diverse communities throughout the region
- Manage BMC's media relations strategy, build relationships with local and national media outlets and journalists to ensure continued press coverage
- Organize promotional activities such as appearances by artists at public events to raise the general public's awareness of BMC

- Generate partnerships with other arts and cultural institutions throughout the Western North Carolina area for collaborative promotional and audience development programs
- Oversee the process of design, copy creation, and technical work for all department deliverables from inception to final approvals, with the support of the Multimedia Producer and outside contractors
- Supplement dwindling arts coverage in local media outlets with strategic, in-house editorial content including video, photo, audio, and written pieces with the support of the Multimedia Producer and freelance creatives

## Benefits

BMC provides a comprehensive benefits package that serves to increase the quality of life for its employees. These competitive benefits serve as an important component of the total overall compensation package. Benefits include:

- Medical coverage
- Vision
- Dental
- Group / voluntary life
- Supplemental catastrophic coverage
- Short- & long-term disability
- 401(k) retirement (eligible after 1st year)
- Paid time off and holidays
- Annual team bonus

## About Brevard Music Center

For twelve weeks each summer, the next generation of musicians from around the globe gather in the beautiful Blue Ridge Mountains of North Carolina to perform alongside a distinguished faculty hailing from major symphonies, universities, and conservatories. From June through August, students participate in a rigorous program of instruction and performance, including



orchestral ensembles, private lessons, chamber music, opera, classical guitar, and jazz. For decades, the BMC has inspired devotion not only among its students and faculty but also among its attendees and vast corps of volunteers. Hundreds have purchased homes in western North Carolina expressly to be near BMC. The City of Brevard is a community of 7,700 with a vibrant arts scene located less than an hour from two other great arts meccas, Greenville to the south and Asheville to the north.

The Parker Concert Hall is BMC's first-ever year-round performance venue and the first multi-purpose event space built on the campus since Whittington-Pfohl Auditorium in 1964. The new Parker Hall serves as the summer home of BMC's growing piano, chamber music, classical guitar, and jazz programs. Featuring excellent acoustics and a seating capacity of 400, the hall's flexible seating system allows it to be transformed into a multi-purpose space that will also serve as a dramatic, natural setting for year-round performances, special events, lecture series, weddings, and business meetings that enrich residents' lives and drive dollars to local businesses in the region. Catering and banquet options are available for up to 250 individuals.

BMC has an annual operating budget of \$6 million, with \$3 million (50%) coming from ticket sales and tuition. BMC is led by a 25-member Board of Trustees and 18 full-time and part-time seasonal staff.



## **Jason Posnock, President and CEO**

A respected musician with a deep passion for educating the next generation of young artists, Posnock's enduring admiration for BMC began when he joined the faculty of Brevard's summer music festival in 2006. Two years later he became a full-time member of the BMC artistic staff and - over the next 15 years - assumed increasing responsibilities over artistic planning and educational programming.

Posnock cites new program development, broadening BMC's educational and performance genres, and establishing and solidifying partnerships with leading universities, institutions, and orchestras among his career highlights with BMC. Recent accomplishments include serving on the lead team responsible for the \$2.5 million

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acoustical renovation to Whittington-Pfohl Auditorium, the development of BMC's Legendary Artist Series, and the building of the new \$6.5 million 400-seat Parker Concert Hall - the first year-round performance venue on the BMC campus.

As a concert violinist, Posnock has enjoyed a versatile musical career both in the United States and internationally, having performed regularly in such prominent American ensembles as the Philadelphia Orchestra and the Pittsburgh Symphony Orchestra. Concertmaster of the Asheville Symphony from 2007 - 2023, Posnock has appeared as soloist, chamber musician, and orchestral member in venues throughout the world, collaborating with such renowned artists as Emanuel Ax, David Krakauer, Roberto Díaz, Ursula Oppens, Andrés Cárdenes, Andrés Díaz, and the American Chamber Players.

Originally from New Jersey, Posnock attended Princeton University, graduating with honors in 1994. He went on to earn the ARCM(PG) degree from the Royal College of Music, London, and Performance Residency Certificate from Carnegie Mellon University in Pittsburgh. Most recently, Posnock received his MBA from the College of Business at the University of Nebraska. He lives in Brevard with his wife, flutist Dilshad Posnock who serves on BMC's Artist Faculty, and their two children Max and Lylah.

## **BMC Commitment to Diversity and Community**

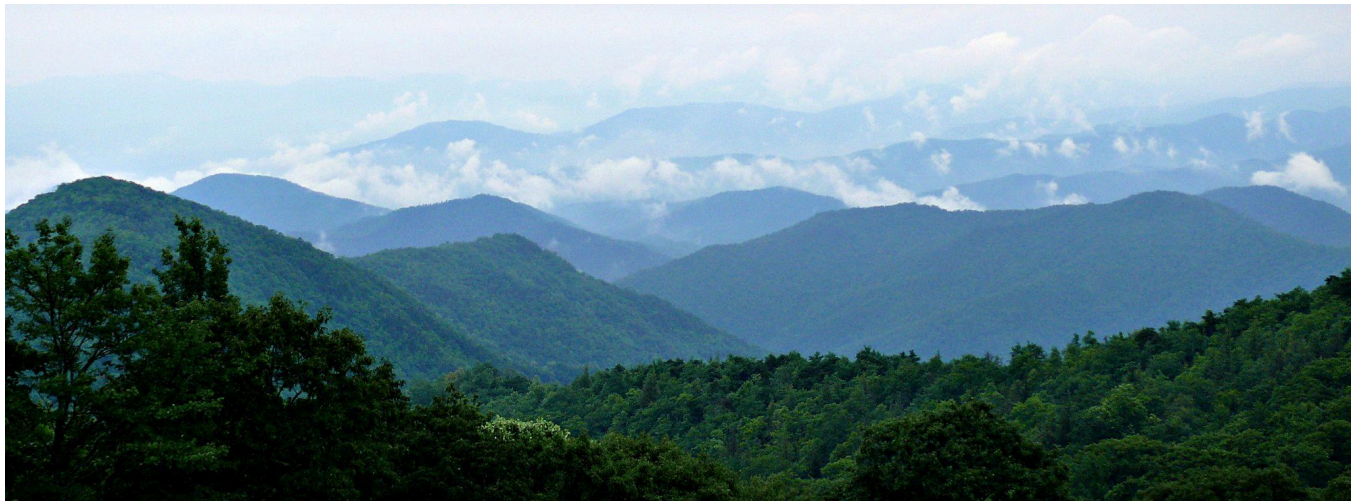
Brevard Music Center is committed to the principles of diversity, equity, inclusion, and belonging to promote a richer and deeper communal experience for our students, faculty, guest artists, staff, audiences, and Board of Trustees.

BMC believes that an equitable, diverse, and inclusive environment leads to excellence in educating musicians and accomplishing the BMC mission and vision. The organization will continue to create the highest standards for artistic quality and creative expression while instituting and supporting policies and practices that foster and promote knowledge, respect, and understanding of all cultures. These practices should be evident in programming, recruitment, scholarship, hiring and retention practices, and in policies for students, employees, and trustees.



BMC knows well the power of music. We are committed to using that power, through specific and measurable actions, to contribute to our nation and our world.

## Living in Brevard, NC



Brevard, North Carolina, is a charming mountain town located in the heart of the Blue Ridge Mountains. Known as the "Land of Waterfalls," Brevard is home to over 250 waterfalls, as well as 100,000 acres of public lands. The town is also a popular destination for outdoor enthusiasts. Mountain biking enthusiasts will enjoy over 300 miles of singletrack, while hikers can visit pristine waterfalls and explore nearby state parks and national forests. And, the region's temperate weather allows for year-round access to nature.

In addition to its natural beauty, Brevard also offers a vibrant cultural scene. The town is home to a number of art galleries, museums, and theaters. There is also a thriving music scene, with live music performances happening almost every night of the week. Notable restaurants and breweries (including the nationally recognized Oskar Blues) complement cultural and natural attractions.

Brevard is often cited as a great place to live, work, and raise a family. The town has a strong sense of community, a low crime rate, and is known for its friendly and welcoming residents. And, the low cost of living makes Brevard attractive financially.

The town is located just two hours from two major metropolitan areas known for their beauty and cultural cache – Asheville, an area noted for its architectural treasures including the Biltmore Estate, and Greenville, a dynamic city that houses the headquarters for numerous international corporations.

## Procedure for Candidacy

All applications and nominations are welcome. Applicants should prepare, in two separate documents, a curriculum vitae or resume and a letter that addresses the position qualifications and other themes in this profile.

PetersonBandar is assisting Brevard Music Center in this search, which will remain open until a candidate is appointed. Applications or nominations should be submitted on PetersonBandar’s website: [petersonbandar.com/brevard](http://petersonbandar.com/brevard).

Inquiries may be directed to Anastasia Pike, EdD, at [BMCsearch@petersonbandar.com](mailto:BMCsearch@petersonbandar.com).

*Brevard Music Center is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by law. BMC is committed to creating a diverse and inclusive workplace, and all applications from qualified individuals are encouraged.*