



Position: Director of Marketing and Communications
Organization: Santa Fe Chamber Music Festival
Location: Santa Fe, New Mexico

Job Description

Marc Neikrug, Artistic Director - Jim Griffith, Executive Director

About Us

The Santa Fe Chamber Music Festival, now in its 52nd season, is one of the world's preeminent music festivals, showcasing the depth and breadth of the chamber music repertoire through high-level programming and performances. Over the course of six weeks every summer, the Festival presents approximately 40 concerts, which are performed by almost 100 of the world's leading chamber musicians in two intimate and historic venues.

The Festival is a vital part of the Southwest's cultural scene. It prioritizes excellence, accessibility, and community engagement, and through its year-round music education programs, it fosters a deep appreciation for chamber music that will ensure its continued vitality among future generations. A longtime champion of new music, the Festival has, to date, premiered 119 commissioned works by today's most important and influential composers as well as promising up-and-coming talents. For more information, visit SantaFeChamberMusic.org.

Job Summary

The Santa Fe Chamber Music Festival is looking for a creative and strategic Director of Marketing and Communications to lead and revitalize our marketing efforts and boost audience engagement elevating international awareness of the organization. The Director will play a crucial role in defining our public identity, building on our legacy of excellence while seeking new ways to engage audiences and foster institutional growth. This is an exceptional opportunity to become part of an organization that is experiencing substantial momentum and artistic achievement. The ideal candidate will work closely with all Festival departments to foster a unified vision that showcases our vibrant, welcoming community and our global impact. The new Director of Marketing and Communications will have a strong history of developing and implementing growth strategies, managing a variety of marketing campaigns, and using data-driven insights to foster audience expansion. This position will work closely with the Executive Director and cross-functional teams to meet ambitious goals while overseeing a small team of staff members and contractors. The Director will have the chance to establish a lasting legacy by enhancing the Festival's brand as a premier authority in chamber music on a global scale.

Key Responsibilities

- **Marketing Strategy Development:** Design and implement comprehensive marketing plans aimed at increasing audience acquisition, engagement, and retention for our summer festival on an international level.
- **Campaign Management:** Lead and oversee all facets of marketing campaigns across digital, print, email, and social media channels, ensuring consistent messaging and brand alignment with a goal of elevating the marketing program to the level of the Festival's artistic product.
- **Audience Development:** Create and execute strategies to attract new audiences while retaining and expanding our existing community.
- **Data-Driven Insights:** Leverage marketing analytics to optimize campaign performance and inform strategic decision-making.
- **Cross-Functional Collaboration:** Work closely with the Executive Director, Artistic Director, and team members to foster alignment and continuously enhance marketing effectiveness.
- **Budget Oversight:** Manage marketing budgets, resource planning, and performance tracking to ensure efficient operations.
- **Content Creation:** Supervise the development of marketing materials, including video components, promotional content, program books, and event-specific communications.
- **Community Engagement:** Enhance brand visibility through strategic community engagement initiatives.
- **Public Relations:** Cultivate and maximize media exposure on both national and local levels.
- **Event Coordination:** Coordinate on-site promotional activities and brand activations at concerts and events as well as throughout Santa Fe.
- **Performance Reporting:** Establish metrics and reporting mechanisms to track marketing performance and provide insights to stakeholders.
- **Organizational Communications:** Develop and execute organizational communication strategies, collaborating with the artistic and development teams to enhance branding efforts to enhance branding efforts.
- **Committee Leadership:** Serve as the staff lead for the Marketing Committee.
- **Content Creation:** content for on-line and digital marketing emails, newsletters, social media, geofence advertising
- **Co-Marketing Opportunities:** Explore and develop qualified co-marketing opportunities such as program book advertising swaps with other premiere performing arts organizations both locally, nationally and especially internationally.

Qualifications

- **Experience:** 7+ years of marketing experience or equivalent, preferably in the arts or nonprofit sector.
- **Skills:** Strong strategic thinker with a solid background in integrated marketing, including digital marketing, direct response, and traditional advertising.
- **Technical Expertise:** Proficient in marketing analytics, data-driven decision making, and performance measurement. Proficient in digital marketing utilizing state-of-the-art

online capabilities to connect with clients to promote programs and brand. Familiarity with the Tessitura CRM platform is a plus.

- **Leadership:** Demonstrated ability to lead and develop a team, fostering a collaborative environment.
- **Interpersonal Skills:** Excellent communication skills, with a proven ability to work effectively with cross-functional teams.
- **Passion for the Arts:** A genuine enthusiasm for the performing arts and a commitment to promoting a love for chamber music.

Benefits

- **Competitive Salary:** \$80,000 to \$100,000
- **Comprehensive Benefits Package:** Medical, dental, and retirement plan included.
- **Flexible PTO:** Generous paid time off policy.
- **Professional Development:** Opportunities for ongoing learning and career advancement.
- **Collaborative Work Environment:** An inclusive culture that values your passion for music and creativity.

Application Process

To apply, please send a cover letter and resume to jim@sfcmf. Applications will be reviewed on a rolling basis and will remain open until the position is filled..

Working Conditions:

- This is a year-round full-time position including the duration of the Santa Fe Chamber Music Festival.
- Must be available to work evenings, weekends, and holidays as required by the festival schedule.
- Occasional lifting and carrying of materials or supplies related to box office or event needs may be required.

Compensation:

- The salary range for this position is **\$80,000 – \$90,000** per year, based on experience.

To Apply:

Please submit your resume and cover letter outlining your relevant experience and interest in the position to jim@sfcmf.org. No phone calls please..

The Santa Fe Chamber Music Festival does not discriminate on the basis of age, ancestry/national origin, color, disability, gender identity/expression, marital status, race, religion, sex, or sexual orientation in matters affecting employment or in providing access to programs and activities.