



ADVERTISING AND SALES MANAGER

Responsibilities

The Advertising and Sales Manager is responsible for managing media placement, budget, content, and production for all print, digital, broadcast, and out of home advertising to support the ticket sales goals of The Dallas Opera for in-person and digital performances. This position also manages all direct sales activity including planning, content, and production for direct mail and all aspects of the subscription campaign. This position reports to the Director of Marketing, Sales, and Patron Services and supervises the Marketing Coordinator.

Advertising

- Manage media placement in-house and through external agency, budget, content, and production for all print, digital, broadcast (radio/TV), and out of home advertising campaigns to support the revenue and attendance goals for in-person and digital performances
- With support from Director, secure media partnership agreements and oversee fulfillment
- Create promotional opportunities through media partners that support audience development goals and increase ticket sales
- Write compelling copy for print, radio, and digital ads based on source content provided by internal/external copywriters
- With supervision from the Director, work with Graphic Designer (and/or freelance designers) to produce design assets in support of marketing plans, including all print, digital, and video assets
- Submit all creative assets to media and print vendors on a timely basis
- Review and report on vendor analytics for digital display
- Ensure Asana production schedules are built for all print and digital media to ensure on-time delivery of assets
- Collaborate with Social Media Manager for content creation and timelines for paid and organic campaigns.

Direct Sales

- With direction from supervisor, develop and oversee implementation of all subscription and single ticket direct mail
- Manage Graphic Designer (provide content and direction, route proofs, and edit) printing (select paper, optimize dimensions for press efficiency, and non-profit mail rates), and mail house services (provide specs, final artwork, and mailing lists in a timely manner, and ensure adequate postage balance in USPS account)
- Work with Director of Tessitura Operations and Strategy on list segmentation strategy for direct mail and email campaigns
- Supervise Marketing Coordinator to establish content and production timelines for all email campaigns
- In collaboration with Director and Graphic Designer coordinate delivery of content for the annual season brochure and related renewal materials, oversee proofing and revisions, printing specs, and ensure on-time, error-free delivery of final product
- In collaboration with Director, manage telemarketing campaign, attend weekly meetings, coordinate scripting, and offers with direct mail initiatives, review weekly reports, and assess results

Other Responsibilities

- Supervise Marketing Coordinator to strategize and implement special offer, grass roots, and discounting efforts to increase attendance, including online deal sites
- Coordinate all ATTPAC onsite promotional signage
- Create media impressions reports for season sponsors as required
- Assist with marketing and promotions initiatives (e.g., free concerts in the park, OperaTruck) as assigned
- Maintain positive and productive relationships with staff, artists, media vendors, and consultants
- Attend and actively participate in all team meetings and meetings with direct supervisor as required
- Control spending within a set budget for all marketing initiatives; code invoices for payment and reconcile with finance data
- Staff Front of House during production season (evenings and weekends apply)
- Other duties as requested

Candidate Qualities

Traits and Characteristics

- Aptitude for multitasking, prioritizing, attention to detail, and managing time in a fast-paced environment which often presents competing priorities
- Strong interpersonal skills, ability to provide creative direction and negotiate media rates and consultant fees for service
- Self-motivated with a commitment to achieving sales goals
- Strong project management and organizational skills; accepts responsibility for quality, accuracy, and timeliness of assignments
- Team player with customer service mindset, creative and collaborative spirit, and proven ability to build productive working relationships internally and externally

Skills and Knowledge

- Bachelor's degree in a related field (Communications, Business Administration) and five or more years' experience in high-volume advertising environment, including print, broadcast, direct mail, digital, and out-of-home media planning in the arts and entertainment industry
- Proven expertise in creating and implementing integrated multi-channel advertising plans with an emphasis on digital/social marketing
- Strong understanding of graphic design, print production, and direct mail
- Effective communication skills, including superb copywriting and editing skills
- Budget management experience
- Deep understanding of the Dallas media landscape
- Experience with email platforms (WordFly, Prospect2)
- Familiarity with web-based project management systems (Asana, Basecamp, Trello)
- Proficiency in Adobe Photoshop and Canva; experience adapting and resizing graphics for use in multiple formats
- Proficiency in Microsoft products (Word, Excel, PowerPoint) and collaborating in a Microsoft Teams environment; adept at learning new programs and technology

Additional skills a plus:

- Experience with Tessitura CRM desirable but not a prerequisite
- Familiarity with opera and the performing arts, and Dallas arts and culture a plus

Other Considerations

<u>Compensation</u>	Competitive salary Benefits include health, vision, and dental insurance, vacation time, no-cost parking, and professional development opportunities to increase knowledge-base and employee retention
<u>Education</u>	bachelor's degree preferred
<u>Location</u>	Dallas, Texas
<u>Website</u>	dallasopera.org
<u>Travel</u>	Occasional

The Dallas Opera values diversity in the workplace and is committed to creating an equitable and inclusive work environment where employees are treated with dignity and respect. The Dallas Opera is an equal opportunity employer and maintains a policy of non-discrimination with all employees and applicants for employment. This position will remain open until a diverse and qualified pool of candidates has been identified. Applications from populations underrepresented in the arts are strongly encouraged to apply.

To apply, please send a cover letter no longer than two pages and resume to recruitment@dallasopera.org, using the subject line "Advertising and Sales Manager." Please send Word or PDF file only.

No phone calls please.