**Job Title:** Director of Marketing and Community Outreach  
**Reports to:** President and CEO  
**Approved Date:** January 2022

**JOB PURPOSE:**

The Director of Marketing and Community Outreach is a key position within the Kauffman Center. This position is responsible for developing, implementing, and managing the Kauffman Center’s marketing strategies, advertising, communications, and public relations activities, both external and internal. This includes brand management, program/performance marketing, communications, sales, and delivering the desired guest experience through certain key brand interactions including performance surveys, marketing and sales strategies of The Dining Experience at the Kauffman Center and providing key support of donor events including membership communications and benefit design and fulfillment for institutional and programmatic sponsorships. In addition, this position oversees the activities tied to Open Doors, the Kauffman Center’s community outreach program including budgeting, grant and donor fund reporting, program development, community partnerships and outreach initiatives. The Director of Marketing and Community Outreach is responsible for the overall management including staff and budget of the Kauffman Center’s Marketing, Communications and Community Outreach Department.

This position must work effectively within the internal Kauffman Center team and present a positive presence externally.

**ESSENTIAL JOB FUNCTIONS**

1. **Overall management of the Kauffman Center Brand**
   a. Ensure consistent and appropriate articulation of the Center’s desired image and position to all constituencies, both internal and external.
   b. Create, implement and measure the success of: a comprehensive marketing, communications and public relations program that will enhance the Center’s image and position within the marketplace, the general public and any specific targeted demographic groups.
   c. Facilitate internal and external communications, ensuring appropriate review and gating processes are established and followed.
   d. Build and maintain positive relationships - including external media, public relations groups and other industry related organizations.
   e. Oversee the editorial direction, design, production and distribution of all of the Center’s publications. Strong writing skills required.

2. **Actively ensure the Guest Experience is delivered through key brand interactions**
   a. Identify key brand interactions in the Marketing & Communications organization, and ensure the desired guest experience is occurring at each of those touch points.
b. Oversee the marketing and advertising strategy for The Dining Experience including photography, menus, advertising, and communications.

c. Be a key support in providing reporting and implementation of benefits for sponsorships.

d. Ensure that digital communications are reflective of current industry standards in design, technology, and branding and manage Kauffman Center website, updates and integration with CRM system, Tessitura.

e. Provide quarterly board reports and presentations to internal and external groups, effectively communicating goals, results and strategies of the department.

3. Public Relations Management
   a. Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives.
   b. Provide critical role in support and advising the CEO with both internal and external strategic communications including drafting copy, speaking points and programmatic messaging and strategic updates.

4. Accountable for *Kauffman Center Presents* performance marketing
   a. Actively manage the *Kauffman Center Presents* performance / program marketing plans and staff to ensure ticket sales meet revenue goals.
   b. Provide critical analysis of programmatic events and serve as a critical resource in programming discussions to ensure *Kauffman Center Presents* and other Kauffman Center–owned programming meet brand standards and serve mission.
   c. Coordinate, consult and oversee marketing collateral to assist internal departments in support of their specific programs.

5. Community Outreach and Education Program Management
   a. Develop, manage, and execute marketing campaigns for community outreach programs and oversee branding, program design and execution of Future Stages Festival, the Kauffman Center’s flagship outreach event.
   b. Create strategic partnerships with organizations, non-profits, education, and diverse communities to ensure that the Kauffman Center is engaging with all audiences.

6. Other
   a. Represent or oversee the representative for the Center’s various consortium committees (including representatives from the Center’s three resident arts org’s – Kansas City Ballet, Kansas City Symphony and Lyric Opera of Kansas City):
      i. Marketing
      ii. Website/ Mobile
QUALIFICATIONS

Required Minimum Qualifications

- Education and Experience:
  - College degree and/or the equivalent of related experience.
  - Five to ten years related experience in marketing, sales, social media
  - Experience in successfully building, coaching and motivating high performing teams while holding employees accountable

- Required knowledge, skills and abilities
  - Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
  - Demonstrated knowledge of how key customer data generated from ticketing services can be used to support the organization
  - Demonstrate creative and critical thinking skills
  - Strong business analytics, relationship management, strategy development, project management, problem solving and change management skills
  - Professional and positive approach
  - Excellent communicator with ability to influence and persuade across all levels of the organization
  - Exercised a high degree of tact and diplomacy
  - Able to work independently, multi-task effectively and drive to results
  - Thrives and performs well in a fast-paced, dynamic work environment.

- Position requires the ability to accommodate a flexible schedule (primarily evenings), including weekends, and holidays

Beneficial Qualifications (Not Required)

- Demonstrated skills, knowledge and experience in oversight of ticketing services functions
- Experience working in a performing arts center or cultural institution
- Knowledge of Tessitura CRM Database
- Experience or expertise in selling/marketing sponsorships
- Graphic and web design experience
- Experience in marketing targeted toward millennials

ORGANIZATIONAL VALUES: Adheres to and promotes the Organizational Values:

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<thead>
<tr>
<th>Own it, get it solved</th>
<th>Aim for excellence</th>
<th>Be enthusiastic</th>
<th>Act with respect</th>
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<tr>
<td>- Integrity</td>
<td>- Striving to improve or meet a standard of excellence</td>
<td>- Flexible</td>
<td>- Service</td>
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<td>- Honest communication</td>
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<td>- Fun</td>
<td>- Considerate of others</td>
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<td>- Transparency</td>
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<td>- Embraces new ideas</td>
<td>- Treat others with dignity and care</td>
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<td>- Trustworthy</td>
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<td>- Work toward shared goals</td>
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<td>- Responsible</td>
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The Kauffman Center for the Performing Arts seeks a diverse talent pool affording equal opportunity to all candidates without regard to race, color, age, religion, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Please send a cover letter with salary requirements and resume to hr@kauffmancenter.org

- Excellent Benefits (Medical, Dental, Vision, FSA, HRA, Disability Insurance, EAP & more)
- 401K Retirement Plan with Employer Match
- Paid Vacation, PTO, Holidays and Discretionary Days
- Paid Parental Leave
- Tuition Reimbursement

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.