



VocalEssence
Director of Marketing & Public Relations
Position Announcement
Full-time, Exempt
The Organization

Founded 41 years ago, VocalEssence is recognized internationally for innovative exploration of music for voices and instruments. Renowned as a creative, risk-taking organization, VocalEssence is known for pushing the boundaries of the choral art form through the use of new media and creative partnerships with other arts and community organizations.

Artistic director and founder Philip Brunelle leads the organization each year in an engaging collection of concerts featuring the 130-voice VocalEssence Chorus, the 32-voice Ensemble Singers, major soloists and instrumentalists in venues located throughout the Twin Cities. VocalEssence concerts are broadcast on Minnesota Public Radio, and are heard nationally and internationally via American Public Media, the European Broadcasting Union and BBC Radio 4. VocalEssence is a five-time winner of the ASCAP/Chorus America Award for Adventurous Programming.

The VocalEssence Ensemble Singers, the professional artistic core of the organization, regularly appear on Garrison Keillor's *A Prairie Home Companion* and have sung at the Prague Spring Festival, Covent Garden Festival, Flanders Festival, the Fifth and Sixth World Choral Symposia and the ACDA National Convention. In 2007-08 the Ensemble Singers toured regionally under the auspices of the National Endowment for the Arts American Masterpieces program and in 2009 collaborated with the BBC Singers on a performance broadcast internationally from their London studios.

VocalEssence is renowned for its creative and award winning community engagement programs including **WITNESS**, celebrating African-American music and culture; and **¡Cantaré!**, which brings composers from Mexico to work in residence with school and community choirs and has inspired a publication series of Spanish language music.

VocalEssence has a current operating budget of \$1.7 million with an earned revenue goal of \$270,000. For more information, see our website: www.vocalessence.org

The Position

The **Director of Marketing and Public Relations** for VocalEssence is a senior position with responsibility to develop strategies for audience development and retention, through both marketing and public relations channels. S/he is involved with strategic planning as well as long range positioning of the organization on local, national and international levels. The Director of Marketing and PR supervises the Communications Manager and the Development and Marketing Associate, who provide behind-the-scenes support for the department.

The Director of Marketing and PR works closely with the Development and Community Engagement Departments to create and implement an integrated relationship with VocalEssence customers — who include donors, ticket buyers and program participants. S/he works closely with the Board of Directors in developing new marketing initiatives and utilizes Board and staff as spokespersons for the organization. The selected candidate will enjoy the opportunity to work with a creative, enthusiastic and supportive team in developing new ways of connecting the organization and its audiences.

Duties and Responsibilities

The Director of Marketing and Public Relations reports to the Managing Director of VocalEssence and works collaboratively with the Artistic Director, Board Development Chair, Development Committee and VocalEssence staff.

Qualifications

- 5-7 years experience with marketing/PR in performing arts or similar field
- Supervisory experience, including managing a team, prioritizing, and delegating
- Excellent relationship and consensus building skills
- Excellent writing and editing skills
- Experience creating and implementing social media marketing strategies
- Understanding of ticketing systems and sales strategies
- Experience conducting and analyzing market research
- Experience with managing budget, income and expenses
- Experience working with a volunteer Board
- Knowledge/appreciation of classical music
- Innovative, creative and strategic thinker

Compensation

Salary and responsibility are commensurate with experience. VocalEssence offers health and disability insurance, retirement benefits and free parking. The position is open until filled.

To Apply

Send a letter of interest, resume and list of references by July 15 to:

Mary Ann Pulk
Managing Director
VocalEssence
1900 Nicollet Avenue
Minneapolis, MN 55403
Email: info@vocalessence.org

Electronic submission is preferred – PDF or Word document.

VocalEssence is an Equal Opportunity Employer.