



POSITION: DIRECTOR OF SALES AND MARKETING

Reports to: Executive Director
Classification: Full-time, Exempt
Start date: February 2025
Salary: \$60,000-\$70,000

POSITION SUMMARY

This key position is responsible for driving ticket sales, increasing audience engagement, and enhancing brand visibility to support Seraphic Fire's mission. Based in Miami, Seraphic Fire is a GRAMMY®-nominated professional vocal ensemble seeking a dynamic and strategic leader to serve as Director of Sales and Marketing. By overseeing innovative marketing strategies, box office operations, and audience development initiatives, the Director will play a vital role in shaping the organization's future. They will also collaborate with the Executive Director and Development Manager to align marketing efforts with fundraising goals.

This position is based in-person at Seraphic Fire's Miami office but offers a **hybrid** work arrangement.

RESPONSIBILITIES

Sales and Marketing

- Develop and execute an annual sales and marketing calendar with measurable revenue goals.
- Lead initiatives to increase subscription, group, and single-ticket sales.
- Monitor sales performance, analyze ROI, and refine strategies as needed.
- Oversee digital marketing campaigns, including social media, email, and targeted advertising.
- Collaborate with the Board Marketing Committee to align goals and strategies.

Public Relations and Communications

- Collaborate with a PR Consultant to build relationships with local and national media for press coverage.
- Confirm attendance and liaise with music critics for key events.
- Oversee organizational communications via digital and print media, ensuring consistent branding.

Leadership and Collaboration

- Provide active leadership across programs, ensuring alignment with organizational goals.
- Supervise and guide Box Office Associates to deliver exceptional customer service and meet sales goals.
- Partner with the Executive Director, Artistic Director, and Operations team to develop season schedules that align with geographic and revenue goals.

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- Serve as a strategic advisor to the Executive Director.

Event and Box Office Support

- Manage on-site box office operations at over 50+ concerts/events annually, primarily in Florida.
- Assist with day-of-event logistics, including Will Call, ticketing, and merchandise sales.
- Coordinate artist and vendor needs for events.

Graphic Design and Vendor Relations

- Maintain and steward Seraphic Fire's brand by managing professional vendors for graphic design, photography, and videography.
- Oversee the creation of marketing assets and print materials, ensuring timely production.

Database and Reporting

- Serve as the organization's expert on PatronManager CRM, managing ticketing, data quality, and reporting.
- Generate and analyze sales and marketing reports to inform strategy.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business Administration, Arts Management, or a related field.
- 3-5 years of experience in sales and marketing, preferably in the arts or music industry.
- Strong digital marketing experience, including targeted campaigns and analytics.
- Proficiency with CRM platforms, preferably PatronManager or Salesforce.
- Excellent written and verbal communication skills.
- Bilingual in English and Spanish is preferred but not required.
- Self-starter with an entrepreneurial spirit and a proactive approach to problem-solving.
- Proven experience working with vendors and managing external relationships.
- Highly organized, detail-oriented, and self-motivated.
- Collaborative mindset with the ability to thrive in a team environment.
- Knowledge of the South Florida arts market is a plus.
- Capacity to lift and carry objects weighing up to 50 lbs when needed.
- Willingness to travel locally and work extended hours during concert seasons.
- Other duties as assigned.

BENEFITS OF WORKING WITH SERAPHIC FIRE

- Comprehensive healthcare coverage with 100% employer-paid premiums for the employee.
- Generous paid time off, including vacation days, sick leave, and all federal holidays.
- Complimentary tickets to Seraphic Fire's extraordinary performances.
- Networking opportunities in Miami's vibrant arts scene.
- Access to professional development opportunities in arts management.

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APPLICATION INSTRUCTIONS

To be considered for this position, please email the following to jobs@seraphicfire.org:

- A detailed **resume** highlighting relevant professional experience.
- A **one-page cover letter** demonstrating your qualifications, including specific examples of marketing, sales, or event management experience.
- *Optional*: Relevant portfolio samples (e.g., campaigns, reports, materials).

Incomplete applications will not be considered.

Deadline: Applications will be reviewed until a candidate is selected.

Seraphic Fire is an equal opportunity employer and maintains a high standard for compliance with all employment laws, rules, and regulations.

Seraphic Fire seeks, celebrates, and nurtures diversity among its employees and volunteers.