



## POSITION: DIRECTOR OF SALES AND MARKETING

**Reports to:** Executive Director  
**Classification:** Full-time, Exempt  
**Start date:** April 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 at Seraphic Fire's Miami office with a hybrid work arrangement. Local candidates are strongly preferred, but an exceptional remote candidate may be considered if they demonstrate the ability to effectively fulfill the role's responsibilities.

### RESPONSIBILITIES

#### Sales and Marketing

- Develop and execute an annual sales and marketing calendar with measurable revenue goals.
- Drive subscription, group, and single-ticket sales through data-driven strategies.
- Track and optimize sales performance, adjusting campaigns for maximum ROI.
- Lead high-impact email marketing campaigns via Mailchimp (or similar), leveraging segmentation, automation, and analytics.
- Develop and execute targeted digital marketing strategies across social media, email, and paid ads to expand reach and engagement.
- Manage and grow Seraphic Fire's social media presence with compelling content and ad placements.
- 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.
- Serve as a strategic advisor to the Executive Director.

### **Event and Box Office Support**

- Manage on-site box office operations at 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.

### **Other duties as assigned.**

### **QUALIFICATIONS**

- Bachelor's degree in Marketing, Business Administration, Arts Management, or a related field.
- 3-5 years of experience in sales and marketing, with a strong focus on digital campaigns and audience growth.
- Proven success in email marketing (Mailchimp or similar), including segmentation, automation, and performance tracking.
- Expertise in social media marketing, both organic and paid, across platforms like Facebook, Instagram, and LinkedIn.
- Strong analytical skills to track performance, generate insights, and optimize campaigns.
- Proficiency with CRM platforms, preferably PatronManager or Salesforce.
- Excellent writing and communication skills for crafting compelling marketing content.
- Bilingual in English and Spanish is preferred but not required.
- This role is designed for a Miami-based candidate with hybrid flexibility. However, an exceptional remote candidate with a strong track record in digital marketing and virtual collaboration may be considered.
- Highly organized, detail-oriented, and self-motivated.
- Knowledge of the South Florida arts market is a plus.
- Willingness to travel locally and work extended hours during concert seasons.



#### **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.

#### **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, etc.).

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.*