

Starting from the irresistible power of music, theater and dance, the team of Kunsthuis Opera Ballet Flanders is working daily with more than 380 permanent employees. Together we bring you the most memorable performances in the history of opera, ballet and dance as well as new creations and a selection of masterpieces that are worth rediscovering. Our mission: to move the audience, to inspire, to let you enjoy beauty and to encourage reflection.

To maintain our national and international position, we are looking for a Marketing Director who can support the team of Kunsthuis Opera Ballet Flanders in picking up interesting opportunities in a quickly changing environment.

Kunsthuis is currently looking for a

Marketing Director

full-time contract - location **Antwerp**

FUNCTION

The Marketing Director is responsible for the development, organisation, planning and follow up of all activities in marketing, internal and external communication, public relations and sponsoring. Within the framework set out by the management, the Marketing Director also defines the vision and strategy in order to further strengthen the identity and the image of Opera Ballet Flanders both at national and international level and to maximize the revenue and the public reach. The Marketing Director is responsible for the management of a team of about 10 employees.

RESPONSIBILITIES

- To develop a coherent and clear short and long term vision, policy and strategy for the marketing department in consultation with the other directors (artistic, finance, planning,...) and taking into account an innovative artistic vision;
- To translate the marketing plan into concrete actions and to draw up a concrete planning for the proposed marketing campaigns;
- To develop and implement a strategy to give the marketing department a broader framework within the house and to realize the cooperation with other departments;
- To support and promote the development of the identity of the house with the three most important domains in mind namely Audience & Sales, Brand & Digital and Fundraising;
- Responsible for Audience & Sales in the sense of attracting new audiences, sustaining and maintaining our relations with current spectators and usuals and making an effort to strengthen the engagement of one-timers;
- Follow-up, analyze and adjust all marketing and promotional activities in order to maximize the return on investment of the various actions to the different target groups and contribute to increasing the income and the loyalty of visitors;
- To organize, plan and follow up the Front of House operation and Audience welcome in order to guarantee optimal public reception;
- To develop and amplify Brand & Digital, give new ideas and realize a creative collaboration where there is room for talent development, experiment, participation, innovation and education;
- To select, coach and develop the employees in order to optimally utilize and develop their competencies, skills and know-how and to work as a well-functioning team;
- To formulate and realize the strength of the service by monitoring the content of the process in order to realize a correct and complete communication about the productions;
- Making optimum use of contemporary digital means to reach the widest possible audience;
- To determine the press policy in consultation with the artistic and business management;
- To develop and implement a strategy on Fundraising to position the vision of Kunsthuis on the daily market and to become more independent;
- To develop a long term vision and translate this vision into concrete actions of sponsoring, fundraising and companies operation, in consultation with the management;
- To create sales targets and determine a strategy with the team to work towards them;
- To design and elaborate new ideas on "Friends actions" and make optimal use of these actions to sustain

- relationship management and fundraising;
- To keep continuously informed about the evolutions in PR, Marketing and Sponsorship, keeping your knowledge up-to-date in function of the new developments in order to strengthen your credibility by offering a service that is continuously based on updated knowledge;
- As a Public Relation expert, setting up international cooperations and ensure that Opera Ballet Flanders is seen as an influencer within an international context.

PROFILE

- You have a Masters degree in Marketing and Communication or you are equated with experience in the theater world (preferably 3 to 5 years of experience in the theater world)
- You possess a strong strategic thinking ability and are capable to implement innovative ideas;
- You have experience in and talent for being an inspiring leader in a dynamic and artistic work environment;
- You are familiar with the complex decision-making processes of an artistic organization;
- You work in a result-oriented way, have organizational skills, show steadiness and excellent communication skills;
- You have a very good knowledge of Dutch and English, speaking German and French is a plus;
- Digital profile: thorough knowledge of relevant software

WE OFFER

- An attractive, international and artistic environment full of variety;
- A house in full development.

INTERESTED?

Send us your resume and motivation letter before [27/8/2018](#) via our website:

www.operaballet.be/vacatures

After a first selection round based on the letters, the selected candidates will be invited for an interview.

Kunsthuis works on promoting equal opportunities. Qualities of people are more important than age, gender, ethnic origin or nationality.