

As the largest cultural institution in Flanders, Opera Ballet Vlaanderen is facing exciting challenges during these times. Starting from the irresistible power of music, theater and dance, we bring the great works from opera, ballet and dance history as well as contemporary creations and masterpieces to be rediscovered, to life, and this with a team of more than 400 employees and for an equally passionate audience. Our mission: to move our audience, inspire, let them enjoy beauty and encourage reflection.

Even in times of Covid, we keep our eyes on the future and we continue to work on the professionalisation of our organisational structure. Under the general management of Jan Raes and the artistic direction of Jan Vandenhouwe, in close collaboration with Sidi Larbi Cherkaoui and Alejo Pérez, we want to continue to play our national and international role. To further consolidate and shape our unique artistic position, we are currently looking for several crucial positions within our OBV management committee.

Opera Ballet Vlaanderen is currently looking for a

Manager Marketing, PR & Sponsoring

full-time contract - location **Antwerp**

FUNCTION

The Manager Marketing, PR & Sponsoring is responsible for an inspiring translation of Opera Ballet Vlaanderen's mission and vision, both within and outside the organisation, on a national and international level, and this in order to further strengthen the company's identity and the image to maximize the revenue and the public reach. The position reports directly to the General Manager.

RESPONSIBILITIES

- You ensure a compelling and creative translation of who we are as an organisation, as well towards our public, our employees, partners and sponsors; You set up activities that strengthen our identity and image on a national and international level.;
- In close collaboration with the colleagues of dramaturgy, your department develops a profound, challenging and empathic communication that starts from content and brings a qualitative story that seduces our audience;
- You 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;
- You are responsible to develop, organize, plan and follow-up all activities in the field of marketing, communication (internal and external), digital content, public relations en sponsoring;
- You guard close monitoring, analysis and adjustment of all marketing & promotional activities;
- You 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;
- You make optimum use of contemporary digital means to reach the widest possible audience;
- You 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;
- 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;
- As a Public Relation expert, you set up international cooperations and ensure that Opera Ballet Vlaanderen is seen as an influencer within an international context;

- You determine the press policy in consultation with the artistic and business management;
- You develop and implement a strategy on Fundraising to position the vision of OBV on the daily market and to become more independent;
- You are responsible to select, coach and develop your team members in order to optimally utilize and develop their competencies, skills and know-how and to work as a well-functioning team;
- You are responsible for the organization, planning and follow up of the the 'Front of House operation and Audience welcome' in order to guarantee optimal public reception;

PROFILE

- Outspoken warm heart for the performing arts in general;
- Experience in the sector (opera/dans/ballet/music - and/or) is a must;
- University degree (marketing/communication) or demonstrably equated by experience;
- Strong people management experience and skills; experience in and talent for inspiring leadership in a dynamic and artistic work environment;
- Excellent communication and relationship skills; accessible and having the capacity to inspire and motivate your environment; ability to deal with all levels within the organisation;
- Outspoken strategic mental capacity; able to stimulate and implement innovative ideas;
- Understanding the art of navigating in a flexible way in a complex and rapidly changing environment;
- Result-oriented and familiar with complex decision-making processes of an artistic organization;
- Team player who aims for support and cooperation in work practice;
- Financial-analytical insight and experience in drawing up, maintaining and controlling budgets; budget management and management reporting;
- Strong organizational talent and project management skills;
- You can express yourself excellently in NL and ENG (spoken and written);
- Computerliterate/ Digital profile

WE OFFER

- an attractive international and artistic working environment full of variety;
- a house in full development;
- a challenging position with a lot of responsibility and with an impact on the success of Opera Ballet Vlaanderen;
- a full-time contract (38h / week) for an indefinite period;
- a competitive salary within the sector, including meal vouchers, bicycle allowance, 100% reimbursement of public transport subscription
- Location: Antwerp (Belgium)
- Entry date in consultation

INTEREST and APPLICATION/ APPLY

We expect your application (CV + motivation) before October 11, 2020 via www.operaballet.be/vacatures
 After an initial selection round based on the letters, the candidates will be invited for a first (online) interview.

Opera Ballet Vlaanderen works to promote equal opportunities in its personnel policy. Qualities of people are more important than age, gender, ethnic origin or nationality.