

### Organization

Artis—Naples is southwest Florida's home for the visual and performing arts. As the home of The Baker Museum and the Naples Philharmonic, Artis—Naples provides a vibrant space for the arts, fostering creativity and community engagement. The mission of Artis—Naples is to present high-quality performances, exhibitions, and educational programs that inspire, educate, and entertain diverse audiences. Through its dynamic programming, it strives to cultivate a deeper understanding and appreciation of the arts while enhancing the cultural life of the community.

Founded in 1982 as the Naples/Marco Philharmonic, over more than forty years Artis—Naples has grown into a cornerstone of Southwest Florida's cultural community. The Naples Philharmonic, currently led by Artis—Naples Artistic and Music Director Alexander Shelley, is known for its wide variety of classical, pops, chamber music, dance, and special event performances, has always been a central part of Artis—Naples' identity. Over the decades, the institution has continued to expand its offerings and facilities, including the opening of The Baker Museum in 2000, which has since become one of the region's most renowned art museums. The campus is home to a number of beautiful venues, including the 1477 seat Hayes Hall and the 283 seat Daniels Pavilion, providing both intimate and acoustically rich settings for concerts, performances, lectures, and events. Artis—Naples also hosts a dynamic season of presentations including world-renowned touring orchestras like the Vienna Philharmonic and Chicago Symphony; one-night presentations by legendary artists like The Beach Boys, Sarah Brightman, Gilberto Santa Rosa and Il Divo; a robust series of Lifelong Learning lectures on topics including art, jazz, wellness and literature; and a series of touring Broadway performances.

The museum's permanent collection boasts over 3,500 works, including pieces by artists like Diego Rivera, Georgia O'Keeffe, and Pablo Picasso. Notable exhibitions include "George Gershwin and Modern Art: A Rhapsody in Blue", celebrating the iconic composer's passion for the visual arts, and "Magritte: Reflections of Another World", featuring six paintings by Belgian artist René Magritte. Each season, in addition to its work with Alexander Shelley, the Naples Philharmonic brings internationally acclaimed guest conductors, such as Robert Spano and David Robertson, to lead its orchestra in highly anticipated performances with celebrated guest artists like Renée Fleming, Joshua Bell, and Emanuel Ax.

Artis—Naples supports young musicians through its four youth ensembles: the Naples Philharmonic Youth Orchestra, Naples Philharmonic Youth Symphonia, Naples Philharmonic Youth Chorus, and Naples Philharmonic Youth Jazz Orchestra. These programs provide students with the opportunity to perform and grow as musicians in a variety of genres, from classical to jazz. By offering high-quality music education and performance opportunities, these ensembles reflect Artis—Naples' mission to inspire and educate the next generation of artists. Through these programs, Artis—Naples fosters creativity, discipline, and community engagement, helping students develop a lifelong appreciation for the arts while enriching the cultural fabric of Southwest Florida.

Artis—Naples is deeply committed to fostering community engagement and making the arts accessible to all. The institution offers a range of programs designed to serve individuals of all ages, backgrounds, and abilities. Its visual and performing arts educational initiatives and partnerships with local schools include Naples Philharmonic performances each season for all 3rd, 4th, 5th, 7th, and 11th grade Collier County Public School classes and more than 400 in-school visual art workshops by Artis—Naples staff members. These activities introduce young people to the arts while helping to develop creativity and critical thinking skills. Additionally, Artis—Naples runs community outreach efforts such as free concerts, exhibitions, and family-oriented events, which promote access to culture in underserved areas and encourage greater participation in the arts. These programs ensure that Artis—Naples remains a vital community hub for learning, discovery, and artistic expression.

Artis—Naples has a 37-member board of directors led by Chair Heidi Miller, and Kathleen van Bergen serves as CEO and President. For the fiscal year ending June 30, 2024, Artis—Naples reported total revenues of \$42.6 million with \$18.2 million from operating contributions and releases from donor restrictions; \$17.8 million in admissions; \$3.1 million from concessions, rentals, and program advertising; and \$3.5 million from investment income and unrealized gains on investments.

## Community

Naples, located on the pristine Gulf Coast of Florida, is a prosperous city known for its world-class beaches, thriving arts scene, and abundant recreational activities. As the county seat of Collier County, Naples benefits from a growing population of over 400,000 residents. With its close proximity to Miami and Southwest Florida International Airport, Naples offers a harmonious blend of small-town charm and big-city amenities.

The city's vibrant arts and culture scene is a key highlight, with residents and visitors alike enjoying a variety of performance venues and many art galleries showcasing local, national, and international talent. Galleries such as the Naples Art Institute present a wide variety of exhibits and studio art instruction, while organizations such as United Arts Collier provide opportunities for connection and collaboration among local artists. Naples boasts a dynamic cultural scene with premier venues and events year-round. The Gulfshore Playhouse, a professional theater and education center, presents a diverse range of productions, from plays to musicals, enriching the local arts community. The Naples Botanical Garden is a vibrant venue for art exhibitions, installations, and festivals, blending nature and creativity. The city also hosts key cultural festivals, including the Naples Winter Wine Festival, which pairs culinary and artistic experiences, and the Naples Flower Show & Garden Market, one of Florida's largest flower events, celebrating horticulture and art.

The city's coastal location provides exceptional opportunities for fishing, boating, and water sports in the Gulf. For those who prefer land-based adventures, the city boasts miles of picturesque bike paths, serene parks, and scenic walking trails, ensuring there's something for everyone. Outdoor enthusiasts are drawn to Naples for its proximity to the Everglades, offering a wealth of activities such as kayaking, hiking, bird watching, and wildlife spotting. In addition to its cultural and outdoor offerings, Naples features a growing housing market with a mix of luxury residences, condos, and charming single-family homes. Florida has no state income tax, and Naples provides a high quality of life that attracts both retirees and families alike. Naples is served by the Collier County Public School District, educating over 48,000 students in grades K-12, with numerous public and charter schools throughout the city.

Sources: Redfin.com; Worldpopulationreview.com; Census.gov

## Position Summary

The Vice President, Marketing and Sales (VP-MS) leads all earned revenue activities at Artis—Naples, overseeing approximately \$18 million in earned revenues. Reporting to the CEO & President and working with the Board of Directors and senior leadership team, the VP-MS manages revenue and attendance projections for each season, develops and implements marketing strategies, and oversees subscription and single-ticket campaigns across print, digital, and social media channels. This role emphasizes strengthening patron relationships, loyalty-building, and attracting a broad range of audiences, using a research-based approach to developing the long-term sustainability of Artis—Naples.

In addition to leading retail operations, including The Baker Museum Store, and overseeing radio and TV partnerships, the VP-MS will drive the digital transformation of engagement by enhancing social media presence and optimizing digital ticketing processes. The VP-MS collaborates closely with the development team to engage a broader demographic, advance communications, and maintain a thriving patron base.

Serving as the liaison to the Board of Directors Marketing Committee, the VP-MS ensures alignment with institutional goals and directly supervises the Creative Services Senior Director, Patron Services Senior Director, Marketing Manager/Digital Strategist, and The Baker Museum Buyer and Promotions Manager.

## Role and Responsibilities

### Earned Revenue and Sales

- Plan, implement, and oversee marketing, communication, and patron strategies, including subscription and single ticket sales campaigns for performances, events, and museum exhibitions and activities, print, online, and radio/TV advertising, telemarketing, special promotions, digital and social media efforts, and audience development campaigns.
- Focus on the cultivation and strengthening of relationships with influential advocates, as well as growing support from the general patron and ticket-buyer base.

- Manage direct mail and digital campaigns, including list segmentation, and in coordination with design team, mail house and/or post office coordination.
- Develop and monitor revenue and attendance budgets for each series, performance, event, and activity, including museum attendance, to maximize revenue and paid capacity.
- Manage all paid and pro-bono advertising, including interfacing with advertising representatives, copywriting, and coordinating as needed with design and artistic operations teams.
- Oversee retail operations at The Baker Museum Store and in Hayes Hall lobby to maximize revenue and showcase products that reflect the Artis—Naples brand and programmatic offerings.
- Responsible for media and marketing sponsors identification, cultivation, solicitation, and fulfillment, including signage, publications, online vehicles, etc.
- Utilize management tools and research to compile and interpret complex sales data and prepare reports, statements, and/or projections.
- Lead efforts to enhance Artis—Naples' digital presence. Focus on boosting social media engagement and optimizing digital ticketing processes to address challenges of unauthorized ticket resells as well as ticket distribution costs.
- Partner with the Development Department to address the evolving demographics of Artis—Naples' audience. Develop strategies to attract new attendees through improved digital marketing and targeted email campaigns.
- Perform other earned revenue and sales responsibilities as required.

#### **Board and Patron Engagement**

- Serve as principal liaison for the Marketing Committee as well as the liaison with the Board of Directors on various matters and committee work as necessary.
- Partner with the Vice President, Development, to generate revenue.
- Act as a bridge between the Marketing, Patron Services, and Development departments to ensure alignment with institutional goals and community needs.
- Engage actively with the community and patrons in social settings, maintaining a visible presence at events to create opportunities for direct feedback, informing marketing strategies.
- Perform other board and patron engagement responsibilities as required.

#### **Strategic and Team Leadership**

- Increase the leadership and managerial abilities of staff while carrying out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- Provide oversight and supervision to the earned revenue team: financial policies, plans and sales practices, budgeting, systems, external and internal communication activities, and use of the CRM Tessitura.
- Show respect and sensitivity for cultural differences, educate others on the value of diversity, and build a diverse workforce.
- Uplift the treatment of people with respect, inspiring trust, and working ethically and with integrity.
- Develop strategies to achieve organizational goals; understand organization's strengths and weaknesses; analyze market and competition; identify external threats and opportunities; adapt strategy to changing conditions.
- Balance team and individual responsibilities, exhibiting objectivity and openness to others' views. gives and welcomes feedback; contributes to building a positive team spirit; puts success of the team above their own interests; builds morale and group commitments to goals and objectives; supports other's efforts to succeed; fosters a cooperative work environment.
- Understand business implications of decisions; display orientation to profitability; demonstrate knowledge of market and competition; align work with strategic goals; develop policy and procedure documentation.
- Perform other strategic and team leadership responsibilities as required.

## Traits and Characteristics

The Vice President, Marketing and Sales will be a creative, highly motivated leader with strong verbal and written communication skills. With an ability to handle multiple, complex projects, they will seek to work collaboratively with their team and across the organization. Acting with intention and driven to achieve results, they will seek to foster trust inside and outside the organization through their commitment to being present, collaborative, and optimistic.

Other key competencies include:

- **Leadership and Teamwork** – The ability to inspire, build trust, and create a sense of purpose and direction while tactfully handling challenging and sensitive issues. The dexterity to both lead and mentor, understanding and maximizing the team's potential.
- **Professional Accountability and Self Starting** – The willingness to accept responsibility for actions and results and develop long-term relationships with people across the organization and throughout the community.
- **Customer Focus** – The capacity to anticipate, meet, and frequently exceed customer and stakeholder needs, wants, and expectations in a highly service-oriented environment.
- **Time and Priority Management** – The capacity to prioritize and complete tasks to meet desired outcomes.
- **Problem Solving and Project Management** – The acumen to define, analyze, and diagnose key components of a problem to ensure that projects are completed on time and on budget.

## Qualifications

A minimum of 10 years in institutional and direct consumer marketing is required, preferably in a nonprofit environment. Excellent interpersonal, written, analytical, and supervisory skills are required. A high degree of professionalism and integrity are needed. Experience using and analyzing data, CRMs, and audience research is critically important. A bachelor's degree in marketing, public relations, communications, business, or a related field from an accredited college or university is preferred. Tessitura experience a plus.

## Compensation and Benefits

Artis—Naples provides a competitive and equitable compensation package. The range for the annual salary is estimated between \$175,000 and \$200,000. Employee benefits include paid vacation, sick leave, personal days, and holidays; health, long-term disability, and life insurance; and a company matched 403(B). The position is bonus eligible based on goals and accomplishments.

## Applications and Inquiries

To submit a cover letter and resume with a summary of demonstrable accomplishments (electronic submissions preferred), please click [here](#) or visit [ArtsConsulting.com/OpenSearches](https://ArtsConsulting.com/OpenSearches). For questions or general inquiries about this job opportunity, please contact:

Todd Ahrens, Vice President  
Nan Keeton, Senior Consultant



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**Artis—Naples is a drug-free workplace and an equal opportunity employer. We will extend equal opportunity to all individuals without regard to race, religion, color, sex, national origin, marital status, disability, age, genetic information, or any other status protected under applicable federal, state, or local law. Our policy reflects and affirms Artis—Naples' commitment to the principles of fair employment and the elimination of all discriminatory practices.**