

Artis—Naples

Director of Marketing



Position Summary

The Director of Marketing (Director) will lead the planning, execution, and optimization of integrated marketing and audience development strategies that drive ticket sales, subscriptions, memberships, attendance, and earned revenue across all programming areas. The Director will translate institutional marketing strategy into actionable campaigns and oversee day-to-day execution across brand marketing, digital channels, advertising, communications, and audience engagement initiatives. The Director will ensure that all marketing efforts are aligned with revenue goals, audience growth objectives, and brand standards. The Director will lead a cross-functional marketing team and serve as a key connector between strategy and execution, working closely with Creative Services, Programming, Development, Communications, Education, and Operations to ensure cohesive messaging and maximum impact.

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.

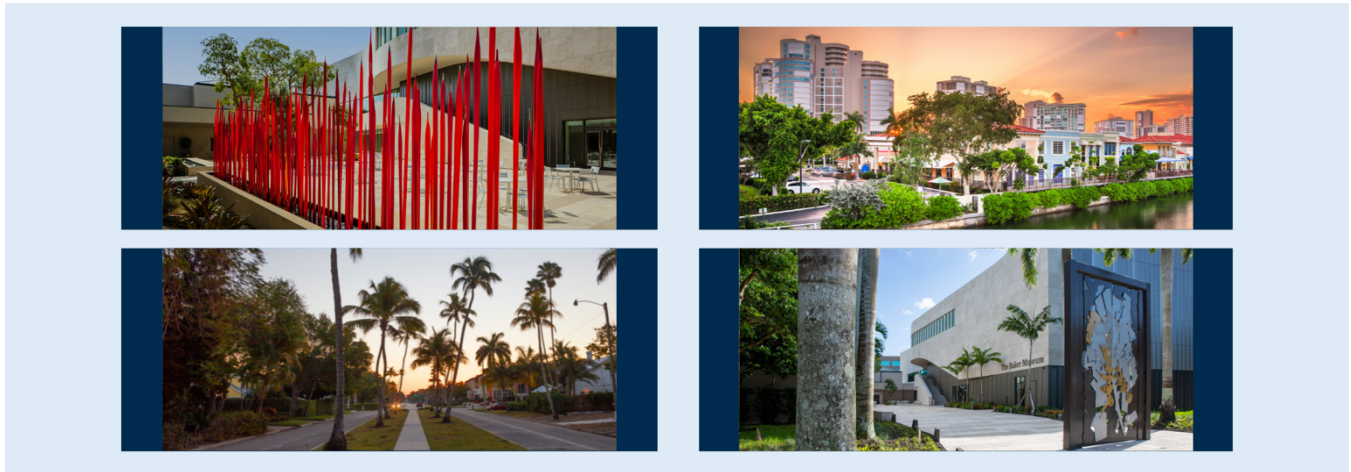
Founded in 1982 as the Naples/Marco Philharmonic, over more than forty years Artis—Naples has grown into a cornerstone of Southwest Florida's cultural community. The Naples Philharmonic, currently led by Artis—Naples Artistic and Music Director Alexander Shelley, is known for its wide variety of classical, 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, 2025, Artis—Naples reported a total revenue of \$42 million, with 36% from contributions and grants, 44% from program services, 8% from investment income, and 12% from other revenue.



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 Photos: Getty Images; Sean Pavone

Roles and Responsibilities

Integrated Marketing Strategy & Execution

- Lead the execution of comprehensive, multi-channel marketing campaigns that support subscription, single-ticket, group sales, memberships, exhibitions, and institutional initiatives.
- Translate organizational marketing strategy into actionable campaign plans, timelines, and deliverables across all channels.
- Oversee seasonal and annual campaign execution across all programming areas, including performing arts, exhibitions, education, and special events.
- Ensure consistency of messaging, positioning, and brand expression across all marketing outputs.
- Embrace other integrated marketing strategy and execution responsibilities as needed.

Audience Development & Revenue Delivery

- Lead audience acquisition, retention, and engagement strategies in alignment with institutional revenue goals.
- Oversee segmentation, targeting, and lifecycle marketing strategies using CRM and audience data.
- Drive growth across subscriptions, single-ticket sales, group sales, memberships, and institutional attendance.
- Identify opportunities to expand and diversify audiences through targeted campaigns and community engagement initiatives.
- Embrace other audience development and revenue delivery responsibilities as needed.

Digital Marketing & Content Execution

- Manage the Marketing Manager, Digital Strategist, and oversee the execution of digital marketing strategy, including website content, email marketing, social media, and paid digital advertising.
- Ensure effective use of CRM, automation, and digital tools to improve conversion, engagement, and customer journey performance.
- Collaborate with internal teams to ensure consistent and compelling content across platforms.
- Embrace other digital marketing and content execution responsibilities as needed.

Advertising, Media, & Public Relations

- Manage execution of integrated advertising plans across print, digital, broadcast, outdoor, and emerging channels.
- Oversee media planning, buying, trafficking, and performance tracking.
- Support public relations execution, including press campaigns, announcements, and media events in coordination with internal staff and external partners.
- Embrace other advertising, media, and public relations responsibilities as needed.

Data, Insights, & Performance Management

- Monitor campaign performance, sales trends, and audience behavior to inform ongoing optimization.
- Work with analytics and CRM systems to ensure accurate reporting and actionable insights.
- Prepare regular performance reports and recommendations for VP-level review.
- Use data to continuously refine targeting, messaging, and channel strategy.
- Embrace other data, insights, and performance management responsibilities as needed.

Budgeting & Resource Management

- Manage annual marketing budgets, ensuring alignment with revenue goals and institutional priorities.
- Monitor campaign spend, vendor costs, and channel performance to maximize ROI.
- Support forecasting of marketing-driven revenue across ticketing, subscriptions, and group sales.
- Develop relationships with external agencies, vendors, and media partners.
- Embrace other budgeting and resource management responsibilities as needed.

Team Leadership & Cross-Functional Collaboration

- Lead, mentor, and develop a high-performing marketing team across digital, audience development, communications, and publicity functions.
- Foster a culture of accountability, collaboration, creativity, and results orientation.

- Collaborate closely with Creative Services to ensure strong alignment between strategy and execution.
- Partner with Programming, Development, Education, Communications, and Operations teams to support institutional priorities and revenue goals.
- Empower and manage Marketing Project Coordinator, who will be directly responsible for tracking marketing and creative projects through workflow and daily progress tracking, interdepartmental coordination and communication, identification and procurement of required project components, and internal review processes.
- Embrace other team leadership and cross-functional collaboration responsibilities as needed.

Institutional Partnerships & Support

- Support development of marketing partnerships, sponsorships, and cross-promotional opportunities.
- Provide marketing support to Development initiatives, including fundraising campaigns and donor engagement.
- Serve as a key internal partner, ensuring marketing alignment across departments and stakeholders.
- Embrace other institutional partnerships and support responsibilities as needed.

Traits and Characteristics

The Director 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 seven to 10 years of progressive marketing experience is required, preferably in performing arts, cultural institutions, entertainment, or nonprofit organizations. Demonstrated success in revenue-driven marketing, including ticketing, subscriptions, memberships, or similar models, is essential. Strong knowledge of integrated marketing strategy, campaign execution, digital marketing channels, and revenue impact is required. Experience using and analyzing data, CRMs, and audience research is critically important. Excellent leadership, communication, interpersonal, analytical, and cross-functional collaboration skills are needed, along with strong business acumen. A bachelor’s degree in marketing, communications, business, arts administration, or a related field from an accredited college or university is preferred. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position, which may include general office work, occasional lifting of up to 25 pounds, and on-site presence for events and high-traffic patron service times.

Compensation and Benefits

Artis—Naples provides a competitive and equitable compensation package. The range for the annual salary is estimated between \$90,000 and \$100,000. Employee benefits include paid vacation, sick leave, personal days, and holidays; health, long-term disability, and life insurance; and a company-matched 403(B).



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. For questions or general inquiries about this job opportunity, please contact:

Naghm Wehbe, President



Tel (888) 234.4236 Ext. 228
Email ArtisNaples@ArtsConsulting.com

[Click Here to Apply](#)

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.