



## **Job Description Director of Sales and Marketing**

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Inspire Arts & Music is a nonprofit company that provides life changing performance opportunities in performing arts and art programming serving over 20,000 students annually via music and art programs, scholastic festivals, and a highly competitive national touring group.

IAM operates the largest and most established scholastic festival company in New England - the Great East Music Festivals; operates a retail and online music instrument store - the Great East Music Store. IAM - often via Drum Corps International and the Boston Crusaders - runs large scale events and sells tickets to events throughout the calendar year. In addition to events, the organization generates corporate and individual donations by way of several fundraising campaigns throughout the calendar year. This position reports to the Chief Operating Officer. This position is part of a non-profit team where all members collaborate on a number of projects, lines of businesses and tasks.

### Responsibilities:

The Director of Sales and Marketing is responsible for planning and implementing sales, marketing and product development programs. He/she will evaluate existing strategies and make recommendations on new approaches; new markets and cross-selling opportunities.

### Essential Functions:

1. Develops and implements strategic marketing plans and sales plans with a forecast to achieve organization objectives.
2. Develops and manages sales/marketing operating budgets per line of business.
3. Plans and oversees advertising and promotion activities; heavy emphasis on online, electronic media, social media; print advertising and direct mail as part of the portfolio.
4. Achieves satisfactory profit/loss ratio and market share in relation to preset standards and economic trends.
5. Ensures effective controls of marketing results; uses metrics to demonstrate effectiveness and growth.
6. Monitors competitor products, sales and marketing activities.
7. Develops market channel activity and coordinates sales distribution by setting quotas and goals.
8. Directs staffing in the various lines of business relative to branding, growth initiatives, retention techniques and cultivating new business growth.
9. Prepares periodic sales reports showing sales volume, potential sales and areas of proposed expansion; performance against budget.

10. Spends the appropriate and necessary time personally visiting key clients and setting up personal meetings with prospective clients.

Competencies:

Business acumen; communication proficiency; customer/client focus; leadership; presentation skills; problem solving/analysis; results driven; strategic thinking; technical capacity.

Work Environment:

This job operates in a professional non-profit office environment.

Physical Demands:

To perform the key functions of this position employee is regularly required to speak and hear; stand and walk; use hands to finger; handle or feel; occasionally lift products and supplies up to 20 pounds.

Travel:

Some overnight travel will be required. Primary travel will be local northeast during the business day.

Education and Experience:

- Bachelor's degree in sales, marketing or business administration required. Master's degree in sales, marketing or business administration preferred.
- Minimum of five years of experience with progressive management experience. Experience in scholastic space, educational travel, educational products or services preferred.
- Experience in Salesforce CRM preferred. Candidate must demonstrate a proven track record of success by providing exceptional references.
- Music education, marching arts/pageantry background helpful; previous nonprofit experience helpful.

Job Location: Hyde Park, MA

Compensation: negotiable; medical/dental/401k

*Inspire Arts & Music is a 501(c)3 nonprofit, and an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex (including pregnancy), sexual orientation, gender identity, national origin, genetic information, creed, citizenship, disability, protected veteran or marital status.*