



the
VENICE INSTITUTE for
PERFORMING ARTS
at the VPAC

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Director of Marketing & Communications

Job Summary

The Director of Marketing & Communications is responsible for leading and executing all marketing, communications, advertising, branding, and public relations efforts for the Venice Institute for Performing Arts Management (VIPAM), including the Venice Performing Arts Center (VPAC) and Venice Community Center (VCC). This is a highly visible and hands-on leadership position that combines strategic planning with day-to-day execution. This position is responsible for increasing attendance, ticket sales, community engagement, and overall awareness of VIPAM's programs, performances and facilities.

The ideal candidate is a creative and resourceful marketer who can develop strategy, create compelling content, design marketing materials, manage digital platforms, and tell VIPAM's story across multiple channels. This position is best suited for someone who enjoys working in a mission-driven arts organization, thrives in a fast-paced environment, and takes ownership of projects from concept to completion.

Duties and Responsibilities

Marketing & Communications

- Develop and implement comprehensive marketing and communications plans for VIPAM.
- Create and adhere to an approved annual marketing budget, while maximizing impact through cost-effective marketing strategies.
- Develop and maintain a consistent brand identity and messaging across all organizational communications.
- Serve as the primary point of contact for media relations, marketing initiatives, and public communications

The Venice Institute for Performing Arts (VIPA) is a 501 (c) 3 not-for-profit corporation; all donations are tax-deductible to the extent provided by state and federal law and 100% of such support is applied to VIPA's operations. A copy of the official state registration (CH49263) and financial information may be obtained from the division of consumer services by calling toll-free at 1- 800-435-7352. Registration does not imply endorsement, approval, or recommendation by the state. Tax ID# 81-1190704.

Performance and Box Office Address:
1 Indian Avenue, Bldg. 5 Venice, FL 34285
941.218.3779
information@vipam.org

Legal and Mailing Address:
101 W. Venice Ave. Suite 27 Venice, FL 34285
VenicePerformingArtsCenter.com



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Creative Content & Design

- Create high-quality marketing materials including digital advertisements, social media graphics, brochures, playbills, posters, signage, presentations, and promotional materials.
- Experience creating marketing materials using graphic design and content creation software such as Adobe Creative Suite, Canva, or similar platforms.
- Create engaging written content for websites, email campaigns, social media, press releases, and promotional publications such as newspaper and magazines.
- Ensure all marketing assets reflect VIPAM's brand standards and mission.

Digital Marketing

- Manage and maintain the content for VIPAM website(s)
- Develop and execute social media strategies across multiple platforms.
- Manage email marketing campaigns and audience communications
- Monitor digital analytics and adjust campaigns to maximize engagement, attendance, and conversions.
- Maintain content calendars and coordinate marketing campaigns across all communication channels.

Audience Development & Revenue Generations

- Collaborate with box office and administrative staff to drive ticket sales and attendance.
- Develop marketing initiatives to support performances, educational programming, rentals, community events, and special projects.
- Promote venue rental opportunities at VPAC and VCC to increase earned revenue.
- Identify new audiences and develop strategies to expand VIPAM's reach throughout the region



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Qualifications

- Bachelor's degree in marketing, communications, graphic design, public relations, arts administration, or a related field preferred.
- Minimum of 3 years of professional marketing and communications experience.
- Demonstrated experience creating professional marketing materials using graphic design and content creation software such as Adobe Creative Suite, Canva, Photoshop, InDesign, Premiere Pro, or similar platforms.
- Strong writing, editing, visual storytelling, and content creation skills.
- Experience managing websites, email marketing platforms, and social media channels.
- Ability to independently manage multiple projects and deadlines in a fast-paced environment.
- Experience with photography, videography, and basic video editing preferred.
- Strong organizational, interpersonal, and communication skills.
- Passion for the arts, community engagement, and nonprofit mission-driven work.
- The ideal candidate will demonstrate strengths in several of these areas and a willingness to continue developing expertise across the full spectrum of marketing and communications functions.

Compensation, Benefits and Other Information

- Salary range: \$55,000 - \$65,000 annually, depending on experience.
- Health, vision and dental insurance.
- Full-time position in Venice, Florida.
- Must be available for some evenings and weekends during performance seasons, major events, and special programs.
- Opportunity to lead and shape the marketing vision for two of Venice's premier community venues.

About VIPAM

The Venice Institute for Performing Arts Management (VIPAM) is a nonprofit **501(c)(3)** organization whose mission is to sustain the arts through innovative education programs and inspire Venice and its surrounding communities with first-class entertainment, events, and experiences. VIPAM operates the Venice Performing Arts Center and will assume management of the Venice Community Center in October 2026. Through high-quality productions, community programming, and our Apprenticeship Program, VIPAM is committed to developing the next generation of arts professionals while enriching the cultural life of our community.

To Apply: Please submit your resume and cover letter to Erin.Blankenship@vipam.org.