



CHIEF MARKETING AND DEVELOPMENT OFFICER

[DETROIT OPERA](#)

Detroit Michigan

Detroit Opera

The Aspen Leadership Group is proud to partner with Detroit Opera in the search for a Chief Marketing and Development Officer.

The Chief Marketing and Development Officer will be responsible for public communications, earned revenue from core mission-based operations, as well as all contributed revenue for Detroit Opera. Through a positive and progressive leadership approach, guided by the artistic mission of the organization, the Chief Marketing and Development Officer will provide the direction necessary to ensure Detroit Opera's revenue goals are met, ensuring mission focus and financial strength in the short and long term. The Chief Marketing and Development Officer will have oversight of annual and endowment fundraising strategies and activities as well as special campaigns for monies raised from individual, corporate, foundation, and government sources. The Chief Marketing and Development Officer will also have strategic and operational oversight of marketing and sales for opera and dance programs and Detroit Opera presentations, as well as all public messaging across owned, earned, and paid channels.

The Chief Marketing and Development Officer will ensure that the company remains deeply engaged and in service to the Detroit community, and in turn, engender support for the organization, both civically and financially. The Chief Marketing and Development Officer will create and execute an annual plan with regard to patron engagement and revenue goals, all grounded in a commitment to audience-centric innovation while maintaining the company's reputation for high artistic quality. The Chief Marketing and Development Officer will fully integrate the areas of marketing and public relations, development, and box office to function as one cohesive team. The Chief Marketing and Development Officer will assess current operations and articulate priorities.

Detroit Opera owes much to its founding director, David DiChiera, who in 1971 created the Michigan Opera Theatre. DiChiera worked tirelessly, not only in Michigan but across the country, to bring musical theatre and opera to previously underserved segments of the population and it was after more than seven years of working to bring performances to the people of Detroit that the opera company began with its home in Music Hall Theatre. Not only did this ensure a home for opera in the city, but it also sparked the rebirth of Detroit's magnificent theatre and entertainment district. Over the next several years, the Michigan Opera Theatre toured the state, bringing musical theatre and opera to audiences and gaining much attention when in 1976 the company had its first world premiere with Thomas Pasatiere's *Washington Square*. For the next two decades, the company expanded and presented the very best in operatic and musical theatre repertory in its mainstage productions. After a successful fundraising campaign, the mammoth task of constructing a new 75,000 square foot stage house began. The Detroit Opera House officially opened in April 1996 and has been the home of opera and musical theatre in Detroit ever since. Known as Michigan Opera Theatre for most of its existence, the company recently changed its name to Detroit Opera. The company is led by Wayne S. Brown, President and CEO and Ethan Davidson, Board Chairman for Detroit Opera and is generously supported by a community of enthusiasts.

Detroit Opera is the premier multi-disciplined producer and presenter for opera, musical theatre, and dance in the Great Lakes Region. The organization engages artists of national and international stature for main stage and outreach performances and provides cultural enrichment programs for diverse audiences and communities. It is one of Detroit's leading arts and culture organizations.

Detroit Opera is committed to bringing music to all people of Detroit. *Opera in the Parks* are free, outdoor performances that take place during the summer and feature members of the Touring Ensemble. There are also programs for young people throughout the summer that allow students to gain experience in not only performing, but also creating their own compositions and dances. For children unable to participate in summer opportunities, Detroit Opera works closely with area schools to ensure that all children can experience musical theatre. Schools may take trips to the Detroit Opera House for backstage tours or to experience dress rehearsals. Detroit Opera Touring Ensemble take performances into schools that are suitable for all audiences. For teens interested in opera, Detroit Opera is part of "Opera Teens," a national movement that empowers teenagers to pursue their interests in opera, share opera with others, and leverage the power of the art form to serve local communities. Those in the program attend performances, explore careers in opera, and connect with peers and professionals nationwide.

For Fiscal Year 2022, annual contributed revenue goals are approximately \$6 million, and ticket sales goals are \$3.2 million within an overall annual budget of \$18 million. Additionally, Detroit Opera is in the midst of a capital campaign of \$15 million to address necessary upgrades that will increase accessibility and utilization of the Detroit Opera House.

REPORTING RELATIONSHIPS

The Chief Marketing and Development Officer will report to the President & CEO, Wayne S. Brown and will work in close collaboration with the Artistic Director, Yuval Sharon, the Board of Directors, and staff in the development, planning, and execution of relevant and strategic fundraising, sales, and communications initiatives. The Chief Marketing and Development Officer will be an engaged member of the Leadership Team in achieving its annual targets in terms of budget and audience development. The Chief Marketing and Development Officer will develop and manage significant external relationships with donors, vendors, key community members, and corporate leaders. The Chief Marketing and Development Officer will oversee a team of 16 staff.

FROM THE LEADERSHIP TEAM

*An essential component of the cultural landscape in Detroit and beyond, Detroit Opera is committed to presenting opera and dance of the highest artistic caliber. Founded in 1971 with a mission to be the premier producer and presenter of opera and dance in the Great Lakes region, Detroit Opera curates a wide variety of opera and dance repertoire on the stage of the Detroit Opera House, delivers robust portfolios of educational and community engagement opportunities, performs in regional venues across southeast Michigan, and hosts touring productions, civic events, and other major public gatherings each season. We contribute to the vibrancy and vitality of our region through meaningful and inclusive arts programs that serve more than 250,000 annually. Since Yuval Sharon was named as its second-ever Artistic Director in 2020, the company has received national recognition for its daring productions, beginning with our site-specific Wagner *Götterdämmerung* adaptation "Twilight: Gods," set in the Opera House Parking Center.*

On February 28, 2022, Michigan Opera Theatre officially announced its name change to Detroit Opera, aligning with the company's transformative artistic vision to create a new and ambitious standard for American opera that emphasizes community, accessibility, artistic risk-taking, and collaboration. While

the new identity highlights the city and signifies the company's changing ambitions, the deliberate centering of Detroit in the company's name is in direct keeping with the vision of Dr. DiChiera, whose name remains at the heart of the company in The David DiChiera Center for the Performing Arts.

We believe collaboration, inventiveness, and authentic storytelling are the necessary and quintessential tenants to establish Detroit as the birth site for the next generation of opera. New works, reimagined classics, and creative experiences that spark the interests of our community will revitalize what it means “to go to the opera,” and ensure Detroit Opera remains a viable and compelling cultural asset in a city with a growing recognition as an epicenter for art and design under our new artistic vision. We seek to find candidates with the ability to understand diverse perspectives and acknowledge the significance of differences and complexities in backgrounds, cultures, values, and viewpoints. We understand this as the foundation for an inclusive and creative environment.

—Wayne S. Brown, President and CEO
Yuval Sharon, Artistic Director
Christine Goerke, Associate Artistic Director
Jon Teeuwissen, Artistic Advisor for Dance

PRIMARY RESPONSIBILITIES

Organizational Leadership and Strategy

The Chief Marketing and Development Officer will

- work closely with the President & CEO and other members of the Leadership Team to develop and accomplish goals and strategic plans;
- collaborate with the Leadership Team to develop and implement plans for the operational infrastructure of systems, processes, and personnel designed to accommodate the rapid change objectives of the organization;
- motivate and lead a high performing team, mentoring direct reports to cultivate skills and to increase consciousness of the interrelationships between each department; and
- work to develop a positive, effective culture of equity, transparency, teamwork, accountability, and passion for the mission of the organization.

Overall Brand Strategy

The Chief Marketing and Development Officer will

- develop, implement, and monitor brand marketing strategies, which impact both earned and contributed revenue;
- oversee the creation and production of publications, including all digital and print materials and content; and
- serve as a spokesperson for the organization, leading all media and communication strategies.

Earned Revenue and Ticket Sales

The Chief Marketing and Development Officer will

- lead a team of six marketing staff to develop and implement long-range marketing plans, as well as product-specific sales campaigns, subscription campaigns, and single ticket sales for major product lines;
- strategize and execute marketing, advertising, and media plans, continually revising revenue generating strategies and measuring results;
- oversee sales campaigns, as well as audience development and retention; and
- lead ticket office operations including group sales supported by three Box Office staff.

Contributed Revenue and Fundraising

The Chief Marketing and Development Officer will

- lead the process for developing Detroit Opera's overall fundraising strategy, enabling sustainable growth in individual, foundation, corporate, and government sources with the support of the six-member development team; and
- build and steward infrastructure systems that support long-term fundraising strategies.

LEADERSHIP

Wayne S. Brown

President & CEO

On January 1, 2014, Wayne S. Brown was named President and CEO of Michigan Opera Theatre, now Detroit Opera. Mr. Brown had been director of Music and Opera for the National Endowment for the Arts since 1997, where he managed NEA grants for music and opera projects, directed the NEA Jazz Masters Fellowships, the nation's highest honor in jazz, and managed the NEA Opera Honors from 2008-2012. Prior to his affiliation with the Arts Endowment, Brown served as producer of music programs for the Cultural Olympiad in Atlanta, Georgia, where he managed music events associated with the 1996 Olympic Games.

Brown has a long history of involvement with symphony orchestras in Louisville, Kentucky; Springfield, Massachusetts; and Detroit, Michigan. He is the former Executive Director of the Louisville Orchestra, where he was responsible for the planning, supervision, and administration of all facets of the organization. Under his leadership, the orchestra launched and exceeded a \$10 million endowment campaign, established a significant regional touring program, and produced two international music festivals.

Brown was a founding member of the Magic in Music Advisory Committee for the John S. and James L. Knight Foundation, has served on advisory boards for the Mellon and Ford Foundations, is a former vice chairman of the American Symphony Orchestra League, and previously served as a member of the American Arts Alliance Board.

He began his role with the Detroit Symphony Orchestra as an administrative manager, and subsequently was named an assistant manager where he was in charge of sales, community outreach, and the orchestra's first Upper Peninsula tour. In 1979, Brown was instrumental in bringing about the first Classical Roots Concert in Detroit, an initiative that is now being celebrated by several communities throughout the nation.

He is a graduate of the University of Michigan, where he received his Bachelor of Music degree with a major in voice and a minor in business.

Yuval Sharon

Gary L. Wasserman Artistic Director

Described by *The New York Times* as "opera's disrupter in residence," director Yuval Sharon has been creating an unconventional body of work that seeks to expand the operatic form.

Yuval founded and serves as Artistic Director of The Industry in Los Angeles, a company devoted to new and experimental opera that has brought opera into moving vehicles, operating train stations, Hollywood sound stages, and various "non-spaces" such as warehouses, parking lots, and escalator corridors.

Sharon conceived, directed, and produced the company's acclaimed world premieres of *Sweet Land*, *Hopscotch*, *Invisible Cities*, and *Crescent City*. He also devised and directed the company's two "performance installations," *In C* at the Hammer Museum and *Nimbus* at Walt Disney Concert Hall.

Sharon is the recipient of the 2014 Götz Friedrich Prize in Germany for his production of John Adams' Doctor Atomic, originally produced at the Staatstheater Karlsruhe and later presented in Seville's Teatro de la Maestranza. He also directed a landmark production of John Cage's Song Books at the San Francisco Symphony and Carnegie Hall with Joan La Barbara, Meredith Monk, and Jessye Norman. His 2016 production of Peter Eötvös's Three Sisters at the Wiener Staatsoper led Opernwelt to call him "one of the most interesting arrivals on the musical landscape." His production of Cunning Little Vixen, originally produced at the Cleveland Orchestra, was the first fully staged opera ever presented in Vienna's Musikverein in October 2017. In 2018 Sharon became the first American director at the Bayreuther Festspiele with his production of Lohengrin.

From 2016-2019, Sharon was the first Artist-in-Residence at the Los Angeles Philharmonic, creating nine projects that included newly commissioned works, site-specific installations, and performances outside the hall. The culmination of his residency was a major revival of Meredith Monk's opera ATLAS, which made him the first director Monk entrusted with a new production of her work. Other projects included an original setting of War of the Worlds; a staging of Mahler's Das Lied von der Erde with Gustavo Dudamel; and rare stagings of Lou Harrison's Young Caesar and John Cage's Europas 1 & 2.

In 2022, Sharon was recognized by *Time Magazine* as one of 100 rising stars from across industries and around the world in its [2022 TIME100 Next](#) list. Recipients of this honor are united by their extraordinary efforts to shape our world—and to define our future. The magazine noted that "To see the most innovative opera company in America, visit Motor City," adding that "Yuval Sharon has long used unconventional settings in unexpected ways, but now, as the artistic director of the Detroit Opera, he is breaking new ground."

PREFERRED COMPETENCIES AND QUALIFICATIONS

Detroit Opera will consider a broad array of candidates, including those with diverse workplace experiences and backgrounds. Candidates returning to work after a gap in employment, simply looking to transition, or taking the next step in their career path are encouraged to apply.

Detroit Opera seeks a Chief Marketing and Development Officer with

- a commitment to the mission of Detroit Opera—to engage artists of national and international stature for stellar main stage and outreach performances, and provide compelling cultural enrichment programs for the diverse audiences and communities that it serves, as one of Detroit's pillars of arts and culture;
- a commitment to expanding access to opera and the live performing arts, and directly working to counteract elitist and exclusionary attitudes;
- a history of successfully managing the full functions of a marketing and/or development department for a non-profit or performing arts entity;
- an understanding of the importance of and opportunities presented by a unified patron view, and the ways in which a cohesive organizational identity and voice can lead to increased awareness, loyalty, and civic engagement;
- a deep commitment to team building;
- the drive needed to achieve consistently excellent results;
- strong leadership and relationship building skills and an ability to use these skills to positively build a powerful fundraising program, marketing program, communications strategy, and a cohesive and motivated team;
- a commitment to the principles of diversity, equity, inclusion, and access in all matters, both internally within the company culture and externally with regard to community and audience relations; and

- the experience and ability needed to develop and implement compelling messaging campaigns.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of senior management experience. Although direct experience of opera is not required, the successful candidate must have a passion for the performing arts.

SALARY & BENEFITS

Detroit Opera offers a competitive salary and a comprehensive package of benefits.

LOCATION

This position is located in Detroit, Michigan.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and resume. ***Cover letters should be responsive to the mission of Detroit Opera as well as the responsibilities and qualifications stated in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Marketing and Development Officer, Detroit Opera.](#)

To nominate a candidate, please contact Anne Johnson, annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.