

SEATTLE REP

JOB DESCRIPTION

Seattle Rep is committed to producing the highest quality programming, and we believe that our ability to contribute to excellence in the arts depends on building a community whose members come from diverse cultures, backgrounds, and life experiences.

We are part of a growing movement in theater to ensure inclusion of those who have been excluded historically; focusing particularly on racial and ethnic groups, LGBTQ+ people, people with disabilities and women, ensuring they are at the decision-making table, reflected in our programming, and represented on our staff.

Position Title: Director of Marketing and Communications
Department: Marketing
Supervisor: Managing Director
Classification: Full-time, Annual, Salaried/Exempt
Pay Rate: \$110,000-\$125,000

Seattle Rep Mission

Seattle Rep collaborates with extraordinary artists to create productions and programs that reflect and elevate the diverse cultures, perspectives, and life experiences of our region.

Seattle Rep Vision

Theater at the heart of public life

Seattle Rep Values

Artistic Vitality, Sustainability, Generous and Inclusive Practices

Position Purpose

The Director of Marketing & Communications is a key leader of Seattle Rep. This role works in collaboration with all departments and external constituents to drive earned revenue growth, while building and maintaining strong relationships with colleagues, staff, patrons, donors, and community members. This key leader will drive the strategic growth and operational effectiveness of Marketing and Communications, and will be a key contributor in achieving success in all Seattle Rep revenue generating initiatives, and in enhancing our healthy collaborative culture. An entrepreneurial approach and innovator in the Marketing and Communications field would be a natural fit. A focus on digital marketing is essential.

ESSENTIAL FUNCTIONS:

Lead and Manage the Marketing and Communications team

- Manage a team of 27 regular staff (and additional seasonal staff); lead in the design and implementation of a team structure that results in ongoing growth in the effectiveness and impact of the marketing and communications function
- Support, coach, and inspire direct reports and team members; foster an environment that develops talents within the team through ongoing professional development, cross-training, and cross-mentorship
- Foster a creative and entrepreneurial environment and apply innovative approaches to grow impact
- Develop and manage the departmental budget

Attain goals on a sustained basis for single-ticket and subscriptions, within a season, and year-over-year

- Design strategies to achieve these goals
- Implement strategies to achieve these goals

Maintain and strengthen brand identity and audience loyalty

- Oversee internal and external communications and messaging
- Manage and execute the presentation and promotion of Seattle Rep's mission, vision, message, and image internally and externally
- Maintain our long-term strategy for strengthening our institutional brand, act as a brand steward, and drive consistency in all communications

Evolve and strengthen marketing communications and PR impact

- Develop and implement web and e-marketing partnerships and social networking strategy
- Provide creative direction for all marketing collateral and advertising campaigns, including direct mail campaigns
- Develop and maintain ongoing relationships with local and national press and other media contacts
- Serve as a public representative of Seattle Rep at various events

Build and manage productive, sustainable relationships with other senior leaders and the Board

- Work closely with and foster collegial relations with all departments, in particular Development, Artistic, Production, Finance, Arts Engagement, and Seattle Rep Public Works
- Regularly attend all-staff and senior staff meetings, plus Board meetings
- Regularly present to the Board of Trustees and to staff at all-staff meetings
- Coordinate, support, and staff the Marketing Committee of the Board of Trustees

Serve as an essential contributor to Seattle Rep's culture and success

- Add constructively to the collaborative and collegial health of the organization
- Add actively and constructively to the equity, diversity, and inclusion work of the organization, including attending all-staff training sessions
- Engage with and strive to embody Seattle Rep's mission, vision, and values in all aspects of work
- Establish solid and cohesive working relationships throughout the organization, engaging staff at all levels in marketing and communications efforts, and promoting interdepartmental communication and cooperation
- Act as a strong collaborator, so that the talents and skills of marketing and communications staff are maximized and that the group works collectively for the common good

REQUIRED QUALIFICATIONS:

- Demonstrated high achievement and skills in setting and accomplishing marketing and communications strategies for an organization
- At least ten years of increasingly responsible and successful employment in marketing and public relations, with a minimum of five years in a management role, preferably in theater or the performing arts
- A bachelor's degree in marketing, communications, journalism or theater arts is preferred
- A proven track record in the development, execution, and management of creative, successful marketing and sales programs for theater or performing arts organizations
- A strong knowledge of and commitment to audience development and retention
- In-depth knowledge of market dynamics, pricing, statistics, media buying, market segmentation, target marketing strategies, brand equity development, and planning
- Experience in the design and implementation of effective communications via email, Internet advertising, social media, and other electronic methods
- Experience in database and market research projects, including analysis and interpretation of data for ongoing improvement of marketing plans
- Understanding of institutional marketing and promotional principles and analytics and market research best practices
- A strong aesthetic sensibility, fresh ideas, creative vision, and a genuine interest in trying new methods and approaches

- Effective operational and strategic management skills, and demonstrated experience managing, mentoring, and motivating a staff in a team-oriented environment
- Excellent communication and interpersonal skills, and the ability to effectively represent Seattle Rep externally
- Exceptional writing, editing, and graphic evaluation skills
- Demonstrated skill in developing and managing budgets
- Excellent computer skills and knowledge of ticketing and MS Office software (Tessitura is a plus)
- Demonstrated results in working collaboratively with peers, staff, and management
- Mastery of marketing & communications best practices

To apply, please e-mail cover letter, resume and list of 3 professional references to humanresources@seattlerep.org with subject line: “**Director of Marketing & Communications**”

You may also mail application materials to:

Seattle Rep
Attention: Human Resources
155 Mercer Street
Post Office Box 900923
Seattle, WA 98109

Position Posted: December 5, 2019
Application Deadline: Open until filled
Start Date: As soon as is practical upon hire