

TO APPLY, PLEASE SUBMIT COVER LETTER AND RESUME TO HUMAN.RESOURCE@LONGWHARF.ORG with “Director of Marketing and Communications” IN THE SUBJECT LINE

Job Title: Director of Marketing and Communications

Reports To: Managing Director

Supervises: Associate Director of Marketing, Graphics Director, Database Administrator

FLSA Exemption Status: Overtime Exempt

Position Type: Full-Time, Annual

Regular Work Hours: 40 hours / week

Date Created/Last Updated: June 10, 2019

Location: New Haven, CT

Summary

Long Wharf Theatre (LWT) -- a regional nonprofit theatre with a mission to create exceptional theatre that delights and provokes audiences and artists alike – is seeking a Director of Marketing and Communications to oversee the organization’s earned revenue generating activities. The position works as part of the theatre’s leadership team, along with the Associate Managing Director, Director of Advancement, and the Directors of Production, all of whom report to the Managing Director. The Director of Marketing and Communications also interacts significantly with the Artistic Director to ensure that all campaigns, messaging, and materials fully represent the mission, vision, and values of Long Wharf Theatre with consistency, accuracy and professionalism.

We are committed to building a creative and dynamic work environment that celebrates individual differences and diversity and treats everyone with fairness and respect. We do not discriminate in practices or employment opportunities on the basis of an individual’s race, color, national or ethnic origin, religion, age, sex, gender, sexual orientation, gender identity, marital status, veteran status, disability, or any other category protected by federal, state, or local regulations. We strongly encourage candidates of color to apply. EOE.

Essential Job Duties

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- To supervise all areas of daily departmental operations, including organization and management of personnel, Long Wharf Theatre’s marketing agency, and outside vendors necessary to execute the strategies and tactics to achieve Long Wharf Theatre’s earned income goals.
- To prepare annual goals and executable plans for earned income, coordinating the activities of all department staff members and Long Wharf Theatre’s marketing agency, assessing progress, ensuring timely execution of the campaign’s critical path with the ability to make and execute strategic adjustments as needed, while adhering to expense budgets.
- To prepare and manage expense budgets for subscription campaigns, single ticket campaigns, institutional marketing, and other related expenses.
- To create and implement the annual public relations plan for the theatre, including relationships and strategies for increased regional and national media coverage.
- To develop strategies and plans with the Director of Advancement to ensure necessary promotional support toward Long Wharf Theatre’s fundraising initiatives, including special events as well as donor cultivation, stewardship, and recognition and to work collaboratively to create a coordinated and seamless transition from theatre patron to donor.

- To provide strategic marketing and public relations support for all of our education and community partnership programs.
- To oversee and analyze regular market research of Long Wharf Theatre audience members to assess audience satisfaction, understand demographic and psychographic profiles, and hone tactics for increasing audience size and market footprint.
- To supervise and coach the Group Sales Coordinator to achieve revenue goals.
- To oversee the Box Office and Front of House team to ensure that the highest level of customer service is delivered during all moments of the patron experience.
- To represent Long Wharf Theatre as a public spokesperson to the press and as deemed appropriate by the Managing Director.
- To negotiate appropriate vendor contracts and media sponsorships.
- To interface with other Long Wharf Theatre departments as necessary to achieve the theatre's overall goals and objectives.
- To engage in interdepartmental problem solving for both strategic planning and daily operations.
- To complete all financial and human resources tasks and reports in a timely and accurate manner as required by the Long Wharf Theatre business office.
- To participate and cooperate in all training efforts as requested by Long Wharf Theatre.
- To perform other reasonable duties as assigned by the Managing Director.

Competencies

- Ability to work with Long Wharf employees in a collegial manner
- Ability to work alone or on a team, as needs require
- Strong written and verbal communications skills
- Strong public speaking skills
- Self-motivated
- Well organized
- Ability to prioritize work based on relative urgency and Long Wharf Theatre's needs
- Ability to supervise and coach multiple staff members with varying levels of professional experience
- Ability to collaborate interdepartmentally
- Ability to perform many tasks in one day
- Willingness to work safely
- Ability to use a computer for email, calendaring, spreadsheets, and word processing

Administrative Responsibility

- Review and approve timesheets and staff member paid time off according to current requirements
- Review and approve all department purchasing in a timely manner
- Regular monitoring of progress towards earned revenue goals
- Attend trainings in administrative and human resources procedures as required
- Attend safety trainings as required

Work Environment

- This job operates in a multi-faceted work environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

- This is an office position which requires the ability to use a computer, phones, and office machines.

Travel and Weekend Work

- Occasional business travel
- This position requires occasional weekend and evening work

Required Education and Experience

- Bachelor's degree or equivalent work experience
- Minimum of five years marketing experience, with increasing responsibilities over career.
- Proven strong organizational, interpersonal, and communication skills
- Experience in interpreting statistical data
- Supervisory experience
- Computer literacy, especially in word processing, spreadsheets, and database programs.

Preferred Education and Experience

- Master's degree in Arts Administration, Marketing, or a related field
- Marketing experience at a non-profit performing arts organization, especially producing theatre
- Customer service background

Additional Eligibility Qualifications

- Provable eligibility to work in the US

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.