



TEXAS BALLET THEATER

Hiring Company Name: Texas Ballet Theater
Hiring Company Industry: Arts and Entertainment
Position Title: Marketing & Communications Specialist
Reports to: Director of Marketing and Communication
Location: Fort Worth, TX

The mission of Texas Ballet Theater (TBT) is to create, present and tour world-class ballet, from classical to cutting-edge, and promote its appreciation, accessibility, and technical mastery among students, pre-professionals, and audiences of all ages. We are honored to be the only arts organization to serve as resident company for both leading performance venues in Dallas and Fort Worth – the Winspear Opera House and Bass Performance Hall. Our internationally recognized Company is built on a rich 55 year history, and boasts a repertoire that is creative, artistically expressive and collaborative.

SUMMARY

The ideal candidate will have 3-5 years of experience, preferably within performing arts organizations of comparable size and scope; outstanding communication and team building skills; demonstrated understanding of sales and marketing techniques and financial principals, as well as public relations knowledge and skill. The ideal candidate will possess knowledge of and/or experience marketing dance and be able to provide knowledge of the Dallas-Fort Worth marketplace.

Over-arching department activities include but are not limited to the following:

- Execution of strategic marketing & communications plans for performances, as well as those supporting Development and School goals

- Liaison with ad agency for daily tasks; obtaining graphics, approval of creative, processing invoices, etc.
- Management of social media platforms including content creation and gathering, as well as trafficking all content and timing with various channels
- Assist with message development
- Assist with brand and reputation management
- Development and engagement of new audiences
- Development and execution of a media relations plan that supports overarching company goals

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Reporting to the Director of Marketing and Communications, the Marketing & Communications Specialist is an action-oriented position accountable for supporting all aspects of Texas Ballet Theater's marketing and communication program with a primary responsibility of managing the execution of strategic plans through use of traditional and new media, affinity marketing and public relations.
- The ideal candidate will enhance Texas Ballet Theater's brand and reputation through effective messaging, communication strategies and programs. This includes knowledge based on a variety of media platforms, both traditional and new, including print and online publications, TV and radio.
- This position will create and maintain strong media relationships to facilitate editorial piece pitches, advertising sponsorships and consistent reviews of productions.
- The Marketing & Communications Specialist, with the help of the Director during the planning portion, will manage the content planning meetings and subsequent distribution of content through social media and the website. (which may include content generation, gathering or outsourcing)
- This position will serve as main liaison with ad agency.
- The Marketing & Communications Specialist will ensure all projects are managed on-time and on-budget.
- The ideal candidate will be responsible for coordination of content, proofing and order/delivery of all Playbills. Accuracy and attention to detail is crucial for this role.
- The Marketing & Communications Specialist will maintain season photo archives and keep them organized and labeled on our servers.
- This position will serve as the primary liaison with Bass Hall and Winspear Opera House marketing teams to deliver assets as needed to promote the shows.
- The position may require light graphic design work needed for ad resizes and smaller projects.
- Regular and satisfactory attendance is an essential function of this position. Weekend and evening attendance at all performances and special events is required. Because we are the resident company in two cities, ability to drive to Bass Performance Hall in Fort Worth and Winspear Opera House in Dallas is imperative.

- Must be able to work well with other departments to keep projects moving forward. Project management skills are a must.

SUPERVISORY RESPONSIBILITIES

The Marketing & Communications Specialist will not have any direct supervisory responsibility, but will help direct interns on projects as needed.

QUALIFICATION

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION

Bachelor's Degree in Marketing and/or Communications or related field preferred with a minimum of 3-5 years related experience.

EXPERIENCE

- At least 3-5 years account management experience
- Successful record of accomplishment in marketing for an arts audience preferred
- Previous customer service and sales experience is preferred
- Experience with graphic design, demand based pricing, social media marketing and promotions is preferred

REQUIRED SKILLS

- The ability to manage the department's day-to-day marketing and communications activity is essential as well as to conceptualize and organize specific initiatives.
- The ability to articulate a well thought-out plan, with clear goals and objectives and then manage program areas to organize and implement the plan.
- Demonstrated ability to think strategically and creatively, work well under pressure, and manage details of several concurrent projects.
- Proficiency in Microsoft Office Suite of products, including Excel, Word, PowerPoint, and Outlook is required.
- Graphic design experience utilizing Adobe Creative Suite (Photoshop, Illustrator, InDesign & Dreamweaver) is required.
- Excellent written, verbal, and interpersonal communication skills. Excellent active listening skills and speech clarity is required.
- Ability to set and adhere to a budget.
- Ability to prioritize work, use good judgment, pay attention to detail, demonstrate a strong sense of urgency, and carry projects through to completion in a timely manner.
- Results-oriented team player with the ability to initiate and drive programs.

- Ability to manage multiple projects simultaneously and adapt to frequently changing environments.
- Exceptional interpersonal skills with a sense of humor.

LANGUAGE SKILLS

Demonstrated knowledge of in-depth sales, marketing techniques, and financial principles. Effective ability to communicate orally or in written form effectively with co-management, internal and external customers. Ability to read and comprehend complex instructions, short correspondence and memos, ability to write professional correspondence, ability to effectively present one-on-one or large group situations to customers, clients, and other staff members of the organization and community.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages and ability to apply concepts of algebra.

REASONING ABILITY

Demonstrate the ability to anticipate and solve practical problems or resolve issues. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form, ability to deal with problems involving several concrete variables in standardized situations and ability to address customer personalities in various business situations.

APPEARANCE AND GROOMING

Daily dress at Texas Ballet Theater is business casual. All staff members are required to follow the guidelines set forth by the employee handbook.

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of responsibilities, duties and skills required for the position. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws. Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will basis.

PHYSICAL DEMANDS / WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Individuals may need to sit or stand as needed. May require walking primarily on a level surface for periodic periods throughout the day. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the workday. Proper lifting techniques required. May include lifting up to 25 pounds for files, computer printouts and marketing materials on occasion. Simultaneous use of a computer with repetitive motion and a telephone may be required. Primary environment: ambient room temperatures, lighting and traditional office equipment as found in a typical office environment.

HOW TO APPLY

To apply, send cover letter outlining aptitude and interest, resume and names/contact information for three professional references via email to humanresources@texasballet.org. No phone calls please. Texas Ballet Theater is an equal opportunity employer.