



TEXAS BALLET
THEATER

Hiring Company Name: Texas Ballet Theater

Hiring Company Industry: Arts and Entertainment

Position Title: **Director of Marketing and Communications**

Reports To: Executive Director

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 a love and passion for the performing arts and 5+ years senior leadership experience, preferably (but not required) within performing arts organizations of comparable size and scope; outstanding communication and team building skills; experience working with an ad agency; demonstrated understanding of sales and marketing techniques and financial principals; proficiency in community based marketing; (marketing dance is a plus), and be able to provide knowledge of the Dallas-Fort Worth marketplace.

The marketing department is responsible for an earned revenue of approximately \$5 million. Over-arching department activities include but are not limited to the following:

- Overall responsibility for marketing and communication strategy and execution
- Research, branding, advertising, public relations
- Development and engagement of new audiences with a strong focus on patron loyalty

- Subscriptions, single and group ticket sales campaigns, promotions and telemarketing
- Development of Digital and PR Plan
- E-commerce, website management, social media
- Working in partnership with the Director of Development and Director of Schools, the Director of Marketing and Communications will develop and execute marketing/branding/design and communication plans
- Design, create and execute the graphics and marketing vision with the Artistic Director, School, Development and consultants as needed
- Responsible for all front of house duties leading up to and during a production; this includes nights and weekends for all productions
 - Coordinates all marketing activities including VIP Tours, development events, and other marketing responsibilities related to a production
 - Serves as the main liaison between the production venue and TBT
 - Conveys critical information related to TBT needs and activities to the venue
 - Will need to be on call during all performances
 - Responsible for ensuring a positive patron experience at each TBT performance

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

- Reporting to the Executive Director, the Director of Marketing and Communications is an action-oriented position accountable for all aspects of Texas Ballet Theater's marketing and ticketing sales program with a primary responsibility of driving ticket sales through traditional and new media, affinity marketing and public relations
- Development and implementation of short and long-term strategic marketing plans aimed at maximizing ticket sales, long term audience growth and other earned and contributed revenue
- Enhance Texas Ballet Theater's brand and reputation through effective messaging, communication strategies and programs. This includes a knowledge base on a variety of media platforms, both traditional and new, including print and online publications, TV and radio
- In addition to "in-office" marketing, be a primary relationship-building point person for the organization, requiring a self-starting impulse - to build effective, profitable, long-term relationships for the Company
- Create and maintain strong media relationships to facilitate editorial piece pitches, advertising sponsorships and consistent reviews of productions
- Provide clear leadership and direction for his/her team, leveraging the talent of each staff member and motivating the department

- Serves as the main liaison to the external ad agency partners. He/She will drive the strategic conversation and ensure the agency's efforts are aligned with TBT
- Member of the Senior Leadership team, meeting regularly with other department heads to advise the company on strategic moves for TBT from a marketing perspective
- Weekend attendance at performances is required

SUPERVISORY RESPONSIBILITIES

The Director of Marketing and Communications manages and directs marketing and ticketing staff - including recruitment, selection and development to achieve Company goals and objectives.

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 preferred with a minimum of five years related experience with progressive managerial responsibilities.

EXPERIENCE

- 5+ years of senior level marketing experience with at least 3 years personnel and budget management experience
- Successful record of accomplishment in marketing for an arts audience preferred
- Previous customer service and sales experience is required
- Experience with demand based pricing, social media marketing and promotions is essential. Graphic design experience is a plus.

REQUIRED SKILLS

- The ability to manage the department's day-to-day marketing and ticketing sales 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
- Plans and implements sales, marketing and product development programs, both short and long range, targeted toward existing and new market growth
- 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, In Design & Dreamweaver) is a plus
- 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 independently drive programs
- Exceptional leadership and interpersonal skills with a sense of humor.

LANGUAGE SKILLS

Demonstrated in-depth sales, marketing techniques, and financial principles. Effective ability to communicate orally or in written form effectively with other leaders and staff, as well as, internal and external customers. Ability to read and comprehend complex instructions, short correspondence and memos, write professional correspondence, effectively present one-on-one or in 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 written, oral, or diagram form, deal with problems involving several concrete variables in standardized situations and address customer personalities in various business situations.

APPEARANCE AND GROOMING

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.