

OREGON **BALLET** THEATRE

Title: Director of Marketing and Communications
Department: Administration
Position Status: Regular Full-time, Salaried, Exempt
Effective Date: Upon Hire

General Description: The Director of Marketing and Communications is responsible for leading a team in their broad based support of implementing policies, procedures, strategies and tactics related to the marketing, sales and communication efforts throughout all aspects of Oregon Ballet Theatre. This individual will work closely with the School, Education Outreach, Community, and Professional Company in order to meet goals and solidify branding and name recognition. The position reports to the Executive Director and works with all departments to meet specific revenue goals including, but not limited to, ticket sales, tuition enrollment, and contributed income. Direct reports include Box Office Manager, Marketing Associate and Graphic Designer. The position will protect and build the Oregon Ballet Theatre brand within the organization, the regional community, state of Oregon, nationally, and internationally.

Essential Duties and Responsibilities:

- Responsible for all functional areas of Marketing and Sales:
 - Work with team in developing all marketing, sales and promotional strategies for OBT programs.
 - Project, recommend, and clearly articulate the plans for achieving targets.
 - Lead and inspire department staff in all tactical areas necessary for success.
 - Set, monitor and achieve subscription, ticket sales, and other earned income goals for the season.
 - Develop and manage departmental expense budgets.
 - Manage external vendors.
 - Identify new business and marketing opportunities that are in line with organization's mission.
 - Develop and execute media placement including but not limited to social media, digital, print, radio, television, and outdoor.
 - Oversee the Box Office and Point of Service staff to:
 - Work with Box Office Manager to ensure earned revenue sources are accurately recorded and reported through the Archtics ticketing system and reconciled to general ledger with business office
 - Ensure high standards for customer service and interaction with all stakeholders
 - Ensure merchandising programs are utilized to advance the overall branding and communication goals.

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- Responsible for all functional areas of Communications:
 - Oversee the development of all advertising and brochure copy, press releases and media alerts.
 - Manage relationships with key members of media as well as external “influencers”.
 - Review and edit all external communications across departments for brand consistency of message.
 - Communicate and apprise internal company members on marketing and promotional activities.
 - Lead Oregon Ballet Theatre brand development and protection efforts.
 - Collaborate with the Artistic Director on the visual look and feel of all advertising, promotional and communication materials.
 - Manage and oversee all content and communication through social media sources.
- Participates fully as a key member of the OBT Leadership Team.

Qualifications for Success:

- A strong ability to collaborate with others both internally and externally.
- Ability to delegate effectively amongst staff and team.
- Ability to organize, analyze, and clearly communicate data and trends about earned income sources.
- Aptitude to form strategies that address potential shifts in audience demographics for variances in programming.
- Familiarization and experience with dynamic pricing.
- Familiarization with graphic design, photography, website development, search engine optimization, pay per click advertising, mobile, social media and email campaign management.
- Knowledge of general consumer marketing strategies, campaign execution and branding.

Education and Experience:

- Minimum three years in progressively responsible marketing, sales and managerial experience, with a proven track record of success in a highly dynamic environment.
- Bachelor’s degree in marketing, communication, business administration, or related field and/or equivalent combination of education and experience.
- Proficiency in Microsoft Office Suite of products, including Word, Excel, and PowerPoint.
- Knowledge of Adobe Suite, emphasis on Photo Shop.

Oregon Ballet Theatre is an equal employment opportunity employer. Our policy is to make all employment-related decisions without regard to an employee's race, color, creed, religion, age, national origin, marital status, mental or physical disability, sexual orientation, or any other basis prohibited by local, state or federal law. This policy applies to all personnel activities including employment, promotion, compensation and termination.

Oregon Ballet Theatre does not tolerate sexual harassment of any employee by another employee, supervisor, vendor, or customer for any reason.