



Title: Director of Marketing and Communications
Department: Marketing
Position Status: Full-Time, Exempt, Benefits-Eligible Upon Hire
Effective Date: Open Until Filled

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. The position reports to the Executive Director and Artistic Director and works closely with the School, Community Engagement, and Development staff to meet specific revenue goals including, but not limited to, ticket sales, tuition enrollment, and contributed income. Direct reports include Marketing Manager, and Freelance Graphic and Website 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 Functions:

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

Responsible for all functional areas of Marketing and Sales:

1. Work with team in developing all marketing, sales and promotional strategies for OBT programs.
2. Project, recommend, and clearly articulate the plans for achieving targets.
3. Lead and inspire department staff in all tactical areas necessary for success.
4. Set, monitor, and achieve subscription, ticket sales, and other earned income goals for the season.
5. Develop and manage departmental expense budgets.
6. Manage external vendors.
7. Develop and execute annual photoshoot with Artistic Director and manage all rehearsal, class, and performance photography.
8. Identify new business and marketing opportunities that are in line with the organization's mission.
9. Develop and execute media placement including but not limited to social media, digital, print, radio, television, and outdoor.
10. Manage Front of House marketing displays and marketing kiosk staffing.

Responsible for all functional areas of Communications:

11. Oversee the development of all advertising and brochure copy, press releases and media alerts.
12. Manage relationships with key members of media as well as external "influencers".
13. Review and edit all external communications across departments for brand consistency of message.
14. Communicate and apprise internal company members on marketing and promotional activities.
15. Lead Oregon Ballet Theatre brand development and protection efforts.
16. Collaborate with the Artistic Director on the visual look and feel of all advertising, promotional and communication materials.



17. Manage and oversee all content and communication through social media sources.
18. Participates fully as a key member of the OBT Leadership Team.

Experience & Skills:

- A bachelor's degree in marketing, communication, business administration, or related field and/or equivalent combination of education and experience.
- A minimum of five years of progressively responsible marketing, sales and managerial experience, with a proven track record of success in a highly dynamic environment, or any similar 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.
- Proven effectiveness in team and organizational management, supervising staff required.
- Possesses exceptional attention to detail and strong organizational, analytical, and strategic-thinking skills.
- Excellent time and project management skills; the ability to multi-task and pivot priorities within a dynamic work environment.
- Commitment to advancing racial diversity, equity, and inclusion. Experience engaging and partnering with people of color, including Black, Latinx, Indigenous, Asian, and other communities.

Equity:

OBT is committed to a diverse, racially, and culturally inclusive, and equitable workplace in which differences broaden our awareness, enrich our daily experiences, and contribute to our collective strength. We seek to understand, acknowledge, and mitigate inequities in ballet in general, and at OBT specifically.

Our Culture:

Across our organization, OBT is committed to creating a culture characterized by the following: Kind. Positive. Solution-Oriented. Gratitude. Candid. Forgiving. Learning. Trust. Teamwork. Diverse, Equitable, and Inclusive. Disagree Well. Compassionate. Ambassadors. Accountable.

Accommodation:

As part of our commitment to equity, OBT will provide reasonable accommodation to enable individuals who are differently abled to perform the primary responsibilities of this job.

Security Clearance:

OBT conducts background checks after a conditional offer of employment is made. A background check finding does not automatically preclude employment. OBT reviews the results of each background check individually and assesses them on a case-by-case basis for context and relevance to a job.

Working Conditions:

This job operates in a shared professional workspace in our Bancroft Offices which includes rehearsal studios, as well as in large public theaters during seasonal performances.

**Work Schedule:**

This is a full-time 40-hour per week position that regularly requires extended hours and weekend work. Flexible scheduling of work hours is an option.

Compensation:

This position starts at \$90,000. - \$95,000. annually dependent on experience, and is provided full benefits, including employer-paid medical, dental, and vision insurance; life insurance; and 25 days off annually (15 days PTO and 10 holidays). In addition, employees may elect and self-fund the following benefits: 403(b) retirement plan; short-term and/or long-term disability insurance; flexible spending account for health-related expenses and/or childcare; and additional life insurance.

Supervisory Responsibility:

Direct reports include Marketing Manager, and Freelance Graphic and Website Designer, and serves as a coach and mentor for other positions in the department.

Work Authorization/Security Clearance:

OBT conducts background checks after a conditional offer of employment is made. OBT reviews the results of each background check individually and assesses them on a case-by-case basis for context and relevance to a job.

Position Type/Expected Hours of Work:

This is a full-time position. Days and hours of work are Monday through Friday, 9:00 a.m. to 5 p.m. This position regularly requires extended hours and weekend work.

Travel:

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected.

AAP/EEO Statement:

Oregon Ballet Theatre is committed to advancing equal employment opportunities. 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. We are committed to a diverse and culturally inclusive workplace in which our differences broaden our awareness, enrich our daily experiences, and contribute to our collective strengths. 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.

Other Duties:

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.