



59E59 Theaters

A project of The Elysabeth Kleinhans Theatrical Foundation, Inc.

DIRECTOR OF MARKETING

The Elysabeth Kleinhans Theatrical Foundation is a not-for-profit operating foundation which owns and operates 59E59 Theaters, a lively venue with a 195-seat theater, a 99-seat theater and a 40-60 seat flexible theater. 59E59 Theaters presents a year-round curated program of about 34 Off-Broadway productions that are nurtured and supported through highly subsidized rental rates that include: technical, ticketing, FOH, marketing & advertising, facilities, and press services.

59E59 Theaters seeks a qualified candidate for the role of **Director of Marketing**

Job Summary:

The **DIRECTOR OF MARKETING** is a member of 59E59 Theaters' leadership team, responsible for the generation of all earned ticket revenues while overseeing all aspects of audience development and retention, brand management, special outreach, and engagement programs. You will be essential to conversations about critical institutional issues that have a lasting impact on our organization and its position in the industry. The Director of Marketing builds relationships with the individual companies whose work we present and is responsible for providing marketing and communication services which include, but is not limited to, planning and executing campaigns to brand and promote individual shows to meet each company's earned income goals.

In alignment with our Community Agreement, The Director of Marketing is responsible for upholding 59E59's mission, our dedication to inclusion, diversity, equity, and accessibility (IDEA) in the workplace, and our commitment to be an anti-racist organization.

Reports to: Managing Director

Hours: Full Time

Manages: 3 FT Staff in the Marketing Department, and 2 outside contractors providing Graphic Design and Publicity services.

Duties and Responsibilities:

- The Director of Marketing develops and oversees strategies for single ticket and membership sales, approximately \$2 million annually
- Implement 59E59 Theater's marketing and communications plan in support of the Theaters' five-year strategic plan and in coordination with the management team
- Plan, manage and execute branding, market research, media planning, market segmentation, targeting, and pricing strategies for more than 30 individual Off and Off Off Broadway premieres annually
- Create and analyze reports to gauge the success of ticket sales and marketing efforts.
- Direct the creation of all visual assets, supervising the Marketing Manager in overseeing the development of digital and printed collateral, including, show programs and posters, direct mail, advertising, and promotions
- Oversee Marketing Associate in the development of content creation, special promotions, web and digital programs to drive ticket sales and production awareness.
- Collaborate with the Managing Director and Artistic Director on programming and institutional goals
- Collaborate with an external publicist to ensure media coverage is aligned with the Theater's strategic goals, and supervise public relations and public events
- Responsible for creating an annual budget and managing expenses efficiently within that budget
- In coordination with the Director of Ticketing Services and FOH Manager, develop policies to create best practices that ensure an efficient patron experience across membership, box office, and front-of-house
- Negotiate favorable terms with major vendors such as consultants, printers, mailing house, and media (for ad placement)
- Participate in Annual 360 Performance Review Process
- Additional duties as assigned by Managing Director

Qualifications:

- Demonstrable experience and commitment to cultivating and managing a diverse staff and creating a positive, collaborative and productive culture
- A record of progressive accomplishment in marketing for a multi-million-dollar organization, preferably but not exclusively in the live events industry
- Dedication to long-term strategic planning and a demonstrated ability to implement effective marketing plans within budgetary limits
- Experience with subscription/membership and single ticket campaigns in a mid-size performing arts environment and/or equivalent campaigns
- Superlative communication skills, both in writing and interpersonally
- Proficiency in all facets of current digital advancement trends
- Superior analytical skills, including knowledge of statistical analysis, revenue projection, and Pricing strategy
- Experience with standard office software, particularly spreadsheets

- Experience with Spektrix is desirable and/or experience with ticketing databases is required
- Knowledge of database management and customer service programs (CRM) is required

Salary

\$ 78,000

59E59 Theaters offers a range of benefits including medical, dental, paid vacation, sick leave, Transitchecks, flexible spending accounts, and an opt-in 401(k) retirement plan, paid educational and professional development opportunities.

To apply, please send a resume, cover letter and writing sample to Brian Beirne, Managing Director at jobs@59e59.org.

Please include **Director of Marketing** in the subject line. In the cover letter, please include why this position at 59E59 interests you and how your previous experience enables you to be successful in this role.

If you do not meet all the criteria listed above but know you have what it takes to do this job, we encourage you to apply and tell us about yourself and your transferable skills in your cover letter.

Referrals of qualified candidates are also welcome.

59E59 Theaters is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. BIPOC applicants and candidates from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

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