

## **Director of Marketing and Communications**

**Arden Theatre Company, Philadelphia, PA | [www.ardentheatre.org](http://www.ardentheatre.org)**

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

**Department: Marketing**

**Classification: Full-time Exempt /40-hour week**

**Reports to: Managing Director**

**Location: On-Site. Not a remote position**

### **About the Arden**

Founded in 1988, Arden Theatre Company is a professional regional theatre offering the highest quality theatrical productions and educational programs to the artists, audiences, and students of Greater Philadelphia. Each year, we produce the Mainstage season and Arden Children's Theatre, the city's first resident children's theatre. From our productions that reach over 100,000 audience members each year to our educational outreach programs that inspire and empower 6,000 students in schools across our region, the Arden stands out as a haven for shared stories and a vital incubator to create new work.

The Arden has been an important force behind the vitality of the Old City neighborhood and in the Philadelphia cultural landscape. Last season, 2022/2023, the Arden produced five Mainstage and two Arden Children's Theatre productions, resulting in 348 performances seen by more than 70,000 people. The company is focused on returning to its previous performance levels of FY19, where we produced seven Mainstage and two Arden Children's Theatre productions resulting in 508 performances seen by more than 106,000 people.

### **Mission**

Arden Theatre Company is dedicated to bringing to life great stories by great storytellers on the stage, in the classroom, and in the community.

**Great stories on the stage:** We produce a wide range of stories in a variety of styles: classic and contemporary, intimate, and epic, fiction and nonfiction, musical and dramatic. Producing the great playwrights allows us to measure ourselves against the masters of our craft while sharing the voices of new writers gives us the opportunity to shape the future of American theatre. We embrace stories for audiences of all ages and bring the same artistic quality to all our work.

**Great stories in the classroom:** Kids are celebrated at the Arden. We nurture curiosity, creativity, and confidence through our educational programming. We foster connections between theatre and reading and promote literacy for our young audiences. We reach thousands of students each year, introducing many of our region's kids to theatre for the first time.

**Great stories in the community:** We believe in the power of stories to bring people together. We work to build a vital community of artists who excel creatively through shared experiences and with whom our audiences identify. The Arden strives to be Philadelphia's hometown theatre; we seek community partnerships and collaborations, make our work affordable and accessible, and train the next generation of theatre leaders, contributing to the region's cultural landscape.

## **Position Summary**

The Arden Theatre Company is a renowned and vibrant performing arts organization dedicated to bringing compelling and thought-provoking theater productions to our community operating as a LORT C theatre. With a rich history of artistic excellence, we are committed to inspiring and entertaining audiences while fostering a deep appreciation for the performing arts. We are seeking a dynamic and visionary Director of Marketing and Communications to lead our efforts in promoting our productions and enhancing our brand's presence.

## **Essential Duties and Responsibilities**

- Responsible for overall sales, marketing and public relations, including creating and executing a comprehensive marketing and public relations campaign to achieve sales goals of approximately \$3 million per year.

## **Position Specific Functions**

- Responsible for design, execution and management of the Marketing Plan which includes the subscription, single ticket, group sales and education program campaigns. These campaigns include direct mail, advertising, press & promotions, e-campaigns and new media.
- Responsible for designing, tracking and managing company's marketing and public relations budget of approximately \$500,000 per year
- Manages and drives market research and reporting
- Responsible for generating earned income through stagebill ad sales
- Responsible for creating, managing and maintaining dining and special event partners designed to promote Arden image and programming, alongside the Director of Development
- Responsible for Public Relations and Community Outreach including Pay What You Can performances, Old City District programming and First Friday participation.
- Responsible for managing outsourced agencies, vendors and designer relationships
- Interfaces with the General Management and Box Office Departments to assure quality customer service and interaction

## **Department Related Responsibilities**

- Coordinate design and printing of all marketing materials with in-house staff and outside designers with ultimate responsibility for all collateral including Stagebills, brochures, direct mail, the annual report and various departmental printed projects
- Responsible for generating marketing language used in various development and grant initiatives each season
- Working with the Marketing Manager, responsible for tracking, analyzing and reporting of campaigns
- Works with the Publicist to manage all press and media relations, including the relationships with any hired agencies. This includes relationships with reporters, writers, editors, on air personalities, et al to maintain and grow the Arden's positive reputation within the community, region and nation
- Responsible for generating marketing language used in various development and grant initiatives each season

## **Staffing**

- Directly responsible to Managing Director
- Oversees Marketing Manager, Marketing Associate and Group Sales Manager, Publicist, Apprentices, Interns

## **Leadership**

- Runs and manages weekly departmental meetings

- Conducts and manages special marketing task forces and other event meetings
- Member of the Executive Management Committee
- Member of Communications Team which includes the Development Department
- Responsible for coordinating Marketing Committee activities & communication
- Represents the Arden in the Philadelphia community with regards to Marketing sponsorships, committee participation and community events.
- Interface with the Board regarding their ambassador role at the Arden and its impact on sales and general awareness

### **Required Experience**

- Must have at least five years of marketing & communications management experience that demonstrates continued growth and success in the field.
- At least two years experience supervising and managing department staff
- Have strong communication skills and a successful collaborator with an ability to engage with a wide range of people.
- Have creative judgment, excellent problem-solving skills, a collaborative spirit and be detail-oriented. Must have the ability to work within a fast-paced, dedicated management team—rolling up your sleeves must be a favored tactic.
- Have budget management experience and the ability to create and monitor budgets and expenses.
- Express a passion for theatre and the Philadelphia cultural community with a genuine interest in becoming a driver of Arden's mission and vision.
- Excellent computer skills, especially Microsoft 365
- Be willing and able to work flexible hours/days reflective of the dynamic schedule of a theatre, which includes a variety of hours including evenings and weekends
- Experience in a non-profit organization or arts organization development is preferred but not required

### **Work Environment**

- Office environment alongside external meetings with colleagues and community leaders

### **Other Duties**

This job description is not intended to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this position. Duties, responsibilities, and activities may change at any time with or without notice.

### **Compensation**

Compensation for this position is \$85,000- \$95,000 year

The position is full-time/exempt.

Arden Theatre Company provides Medical and Disability Insurance, Dental, Flexible Savings Plan, 403(b) Defined Contribution Plan, and paid vacation, personal, and holiday leave.

Arden Theatre Company is an Equal Opportunity Employer committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, gender expression, veteran status, and any other

characteristic protected by applicable law. Applicants from historically underrepresented groups in the theatre field are strongly encouraged to apply.

## **Application Process**

Applicants should submit a cover letter, resume, and three professional references to [humanresources@ardentheatre.org](mailto:humanresources@ardentheatre.org) . Please include Director of Marketing and Communications in the subject line.

Application Closing Date: 9/30/23

Anticipated Start Date: 10/30/23

***Arden Theatre Company has instituted a mandatory COVID-19 vaccination policy for all employees; the successful candidate must provide proof of vaccination prior to beginning work and must agree to adhere to all Arden Theatre Company's safety protocols.***