

## **DIRECTOR OF SALES & MARKETING JOB DESCRIPTION**

**DEPARTMENT:** Sales & Marketing

**REPORTS TO:** Managing Director

### **SUMMARY:**

Northern Stage's Director of Sales & Marketing is an essential member of the leadership of an energized, rural, professional theater company with a mission of changing lives, one story at a time. The Director of Sales & Marketing oversees the planning and operations of the Sales & Marketing Department to secure and retain all earned revenue. In a standard year, they are responsible for attaining 45% of the annual income expectations for the company (\$1.59M for the upcoming fiscal year) through a variety of strategies: subscription and single ticket campaigns, press relations, graphic and video presentations, advertising placement, education program registrations and ticket sales, student matinee initiatives, playbill ad sales, community outreach/engagement, and public communications. Due to COVID-19, the earned income expectations and expense budget have decreased significantly. The Director of Sales & Marketing is responsible for strategizing and implementing annual campaigns to continue to grow audience, brand, and earned income for the company. They report directly to the Managing Director, work closely with an engaged Board of Directors, and are integral to the work of the Northern Stage Leadership Team. The Director of Sales & Marketing is an active ambassador for this dynamic company, embodying its core values and mission/vision.

We highly encourage folks who are Black, Native or Indigenous, People of Color, Queer or Trans, Poor or Working Class, Disabled, Young, Elderly, and/or who speak English as a second language to apply.

### **KEY RESPONSIBILITIES:**

- Develop and execute comprehensive marketing and sales strategies with measurable goals to address annual targets, yearly departmental growth, and long-term institutional marketing vision.
- Create and oversee the execution of marketing plans for main stage and education productions, public events, education programs, subscription sales, student matinees, access initiatives, fundraising campaigns, and the institutional brand.
- Provide leadership and guidance to box office, front of house, and marketing staff members (five direct reports in a typical year, but will be fewer initially due to COVID-19), including motivation, supervision, annual evaluations of the team members, and regular reviews of progress toward monthly and

- annual goals. Manage relationships with volunteers, other house managers, and external contractors.
- Oversee efficient operations of the Sales & Marketing department: excellent customer service, weekly financial reporting, quarterly tracking of progress against budget (both income and expense), accuracy and efficient systems within PatronManager CRM database, organization of internal systems and record management, and departmental action plans.
  - Maintain consistent branding and messaging – written, verbal, and visual – of the company to the public. This includes website, email correspondence, direct mailings, brochures, playbills, videos, print materials, social media, etc.
  - Empower others to do great work and personally model behaviors that promote excellence, responsibility, and innovation. Think and act like an owner of Northern Stage Sales & Marketing activities. Solve problems and resolve issues with the Leadership Team.
  - Create the annual Sales & Marketing budget and monitor and manage budgeted expenses to ensure achievement of earned income goals and related activities.
  - Maintain consistent and positive relations with the press. Grow media exposure and reach. Oversee pitching and communication of all news, stories, press releases, etc.
  - Manage and inspire Board ambassadorship efforts in conjunction with the Development team. Serve as a staff lead for the Community Engagement Committee and attend board meetings.
  - Support and collaborate with the Managing Director, Producing Artistic Director, and the Northern Stage Leadership Team.

#### QUALIFICATIONS DESIRED:

- Expert communication skills – written, verbal, and visual.
- Demonstrated ability for strategic thinking in the setting of goals and accompanying action plans.
- Strong planning, strategy, financial, budgeting, and analytical skills.
- Knowledge of marketing principles, practices, and evolving trends.
- High degree of initiative, excellent attention to detail, ability to work as a team and also lead.
- Desire and ability to maintain excellent customer experience.
- A passion for the cultural arts and Northern Stage's mission, programs, and future plans.
- An ability to work on multiple projects simultaneously while setting priorities.
- The willingness and ability to work evenings/weekends to attend Northern Stage performances and represent Northern Stage at events.
- Computer proficiency and ability to master ticketing software (experience with PatronManager CRM a plus), Google platform, Mailchimp, Wordpress, and Excel.
- Familiarity with the greater Upper Valley of VT/NH area is a plus.

- A Bachelor's degree from an accredited university or college is a plus, but not required.

COMPENSATION: Competitive, commensurate with experience

START DATE: Negotiable

JOB TYPE: Full time

#### HOW TO APPLY

To apply, please submit the following materials in PDF format to Managing Director Irene Green at [igreen@northernstage.org](mailto:igreen@northernstage.org) with "Director of Sales & Marketing" in the subject line:

- Cover letter
- Resume
- Two (2) marketing writing samples
- Three (3) professional references

*All inquiries and materials will be confidential. Applications will be acknowledged. Please email only, do not call or mail hard copies.*

#### ABOUT NORTHERN STAGE

Northern Stage ([northernstage.org](http://northernstage.org)) is a regional non-profit LORT-D professional theater company located in White River Junction, VT. Northern Stage actively engages its audiences with world-class productions and extensive educational and outreach programs in its new home, the Barrette Center for the Arts. Founded in 1997, the company has offered more than 150 professional productions of new works, classics, and musicals and now serves over 50,000 people annually. In 2014, Northern Stage launched a new play festival that has cultivated seven world premiere productions and three Off-Broadway transfers. A robust educational program focuses on professional training in a nurturing and supportive environment for students of all ages. Offerings include student acting ensembles, a summer musical theater intensive, and an expansive theater-in-the-schools residency program. Northern Stage's breadth of programming supports the company's mission to "change lives, one story at a time." Northern Stage Company is an equal opportunity employer.