

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

Position Title:

Director of Marketing & Communications

Full-time, Exempt

Position Overview

California Shakespeare Theater Company (Cal Shakes) seeks a marketing strategist responsible for developing and implementing effective methods (both broad and specific) of drawing attention to Cal Shakes, its venue, the Bruns Amphitheater, and its schedule of events. The Director of Marketing and Communications (DMC) is collaborative and adaptive, a critical member of Cal Shakes' leadership team responsible for revenue and attention generation. Reporting to the Executive Director, the DMC will work collaboratively and alongside a passionate staff to lead Cal Shakes' dedicated marketing and communication efforts including the organization's mission-focused brand, annual productions, the Bruns (venue), education programs, and community programs. The DMC is responsible for elevating and enhancing the overall messaging, visibility, and reach of Cal Shakes to further develop a diverse, loyal, and passionate audience. The best candidates are well versed in and excited by the arts and use this background to design effective and current marketing campaigns.

The DCM must bring a passion for creating innovative new ideas while also managing and participating in the implementation of those ideas. With an understanding of the organization's vision and values, the DCM will be equipped to reach out into local and national communities regarding Cal Shakes's work. The DMC will also cooperate with the Development department, and initiate marketing collaborations with other organizations—a symphony orchestra that has a performance scheduled in the amphitheater, for instance, or a local restaurant with which they're partnering for a special evening.

Cal Shakes builds a culture of belonging that has become a vital essence of its brand. The Company has developed a team that reflects the plurality of the San Francisco Bay Area. We are particularly interested in bringing audiences to the Bruns that reflect this plurality.

Salary Range: \$85,000 to \$105,000, depending on experience

The Organization

Description: With an outdoor main stage performance venue in Orinda and community programs throughout the Bay Area, Cal Shakes expands access to and relevance of the arts by fostering a participatory culture among a diversity of audiences, artists, and learners throughout the Bay Area. Cal Shakes has an inclusive work environment and actively embraces a plurality of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.

Mission: Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.

Equity, Diversity, and Inclusion Statement: At Cal Shakes, we believe that equity is a practice. Our actions--both onstage and off--can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We endeavor to dismantle systemic bias by actively including, reflecting, and creating opportunities for our

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.

Responsibilities

- Recommend and achieve established annual earned revenue goals for all programs; develop annual marketing plans to support these goals and activities, as well as further awareness of Cal Shakes's brand and activities
- Direct marketing campaigns for Company home productions, the Conservatories, the Bruns, and space rental programs
- Create compelling institutional marketing materials, communications, and collateral for all programs and projects
- Develop and manage marketing and promotion budgets to support the organization's programs, revenue goals and fundraising activities; provide monthly projections to Finance department and regular reports to the Board
- Analyze patron and student demographics, sales trends, buying patterns, and competition; utilize data to determine advertising, promotion, and pricing strategies for all performances, classes and for Cal Shakes's rental program, in collaboration with appropriate staff
- Identify opportunities and strategies for revenue growth - Develop relationships with local arts organizations, neighborhood groups and residents, and political officials to promote Cal Shakes and advance the organization's reputation
- Serve as primary marketing liaison with Cal Shakes booking agent and venue presenters; provide promotional materials and ensure compliance with contractual agreements
- Collaborate with Development staff to create and promote media and corporate sponsorship opportunities; provide supporting materials for donor/funder proposals and reports
- Encourage participation of Board members as marketing and community advocates
- Lead implementation of marketing elements in Cal Shakes's Strategic Plan; identify new marketing elements for consideration
- Provide direction and supervise marketing staff, contract publicists, and vendors.

This position is responsible for leading marketing, communications, audience development, sales and promotional strategy, media and public relations, social media, website and other digital content, institutional and project specific branding, graphic design, ticketing services, patron experience, and customer service. The Director of Marketing & Communications develops and executes strategies to generate all earned ticket revenues for the Company.

The DMC is a full-time, year-round position responsible for supporting the highest strategic priorities of Cal Shakes and serving as a member of the Company's senior leadership team. The DMC will develop a plan to attract and retain broader and more diverse audiences/participants to support its ambitious efforts, while maintaining and deepening relationships with existing audiences/participants. The DMC will also work closely with the Director of Advancement and both Marketing and Philanthropy teams to collaboratively develop holistic strategies that support patron engagement, loyalty and investment, as well as community building in general.

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

The position mentors and manages a team of two including the Digital Marketing Coordinator and Audience Services Manager. The Marketing Director will lead their team in adapting creatively and strategically to support a changing environment for artists and audiences.

This role is an exceptional opportunity for a creative and entrepreneurial leader to build an integrated marketing and communications program that reflects and reinforces Cal Shakes's vision and ambitions for the future; furthers the goals of the organization; increases awareness regionally and nationally; and expands public support and affinity for Cal Shakes.

Management & Administrative

- Supervise Digital Marketing Manager and Audience Services Manager, ensuring a unified team
- Create a welcoming and anti-racist environment for marketing team members, box office and front of house staff and audiences
- Manage team to meet a timely execution of marketing plans and management of Marketing department calendar
- Manage maintenance of patron/donor databases, ticketing, and website with the long term needs of the full organization in mind
- Write copy for all marketing communications and oversee creation of video and social media content
- Implement media mix (paid advertising and direct mail and email)
- Develop and execute dynamic single ticket pricing strategy
- Track and analyze sales pacing data for current productions and maintain marketing reports to adjust marketing plan strategy in real time
- Approve all marketing expenses and track department spending and ensure its alignment with the current operating budget
- Develop and maintain relationships with area businesses and vendors for sponsorships, printing, advertising and other marketing needs

Qualifications

- 3-5 years of progressive responsibility and leadership roles within a marketing function
- Strong written and oral communication skills, including copy editing and writing experience with the outcome of engaging patrons effectively in a call to action
- Demonstrated experience setting brand or product strategy, with a preference for experience within a non-profit or mission focused setting where access and revenue generation are shared goals
- Demonstrated commitment to anti-racism
- Experience with ticketing databases A PLUS

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

- Strength in data-based decision making, with the ability to adapt and create new strategies given new information or audience feedback