

Marketing & Sales Director

The Washington Center for the Performing Arts is seeking a creative, energetic, results driven, and experienced Marketing & Sales Director.

SUMMARY

The Marketing & Sales Director coordinates and manages all aspects of the Washington Center's efforts to successfully steward existing patrons, develop new audiences, and increase community visibility to meet organizational goals. This position is responsible for planning and implementing sales, marketing, and asset development programs by performing the duties listed below personally or through staff or contractor oversight. This includes development and implementation of ticket sales campaigns, advertising and media placements, promotional activities, merchandising, media trades, and advertising sales, as well as management of all press and public communications. The Marketing & Sales Director will be a results-oriented individual that demonstrates a strong skill set and a passion for arts marketing, relationship cultivation and stewardship, and employee management.

DUTIES AND RESPONSIBILITIES:

- Design, develop, and manage Washington Center ticket sales acquisition and renewal strategies to meet annual ticket sales goals as well as all other public sales/promotional campaigns for ticketed and participation-based events including season subscriptions, special events, performances, and education programs.
- Develop and manage sales/marketing operating budgets and implement strategies to forecast and achieve budget goals.
- Write, develop, edit, and design content for all public facing communication including: print and electronic communication, website, social media, and main stage programs with keen attention to details.
- Track results from campaigns and interpret data to inform stakeholders and future decisions.
- Oversee graphic designer(s) and marketing team to design, produce, and print all promotional and communications materials.
- Manage all aspects of season program advertising, meeting projected revenue goals; includes sold ads, traded ads, and sponsor ads.
- In coordination with Development Director, cultivate and manage relationships with corporate sponsors and associated benefits.
- Identify areas of participation in or development of promotional events such as speaking engagements or community events.
- Cultivate relationships with new and existing media partners, negotiating annual promotional agreements and contracts.
- Design and implement audience surveys, coordinate audience participation, and on-site marketing activities at theater and other events.
- Work with other departments to plan and organize special events and campaigns.
- Other duties as assigned and necessary in order to fulfill the mission of the Washington Center.

Supervisory Responsibility

This position may manage employees or contractors who provide marketing support. The Marketing & Sales Director is responsible for hiring/contracting and performance management of marketing support staff.

Position Type and Expected Hours of Work

This is a full-time, exempt position. Office hours are Monday through Friday, 9:00 a.m. to 5:00 p.m. Due to the nature of our business, weekend and evening hours are frequent throughout the year.

We encourage staff to plan their weekly hours appropriately.

Preferred Education, Experience and Skills

1. Bachelor's degree in sales, marketing or business administration or related field and/or
2. Three (3) years of marketing and sales experience
3. Experience managing a marketing team
4. Experience with digital marketing with Knowledge of Google Business, Grants, and analytics
5. Capable of balancing multiple priorities effectively

Compensation and Benefits Salary starts at \$63,000 with additional compensation negotiable depending on experience. Health benefits. Up to 3% IRA Match after one year of employment.

Required Materials Interested candidates should submit cover letter, résumé, two sample successful sales campaigns from your portfolio, and three references to Jill Barnes jbarnes@washingtoncenter.org. References will not be contacted without prior approval of the candidate.

To learn more about the Washington Center for the Performing Arts, please visit:

<https://www.washingtoncenter.org/about-the-center/>