



Director of Marketing

Theatre Communications Group (TCG), the national organization for the not-for-profit professional theatre, seeks a dynamic and entrepreneurial full-time Director of Marketing (DOM). The DOM is responsible for creating, implementing, and measuring the success of a comprehensive marketing plan that advances TCG's mission to strengthen, nurture, and promote professional theatre in the U.S. and globally. Working with a portfolio that includes individual membership, events, and publishing, the DOM will raise the valuation of TCG's programs within the theatre field while championing the not-for-profit theatre to our broader culture.

About Theatre Communications Group

Theatre Communications Group exists to strengthen, nurture, and promote the professional not-for-profit theatre. Founded in 1961, TCG's U.S.-based constituency has grown from a handful of groundbreaking theatres to over 700 Member Theatres and affiliate organizations and nearly 10,000 Individual Members. Through its Core Values of Activism, Artistry, Diversity, and Global Citizenship, TCG advances a better world for theatre and a better world because of theatre. TCG offers its members networking and knowledge-building opportunities through research, communications, and events, including the annual TCG National Conference, one of the largest nationwide gatherings of theatre people; awards grants and scholarships, approximately \$2 million per year, to theatre companies and individual artists; advocates on the federal level; and through the Global Theater Initiative, TCG's partnership with the Laboratory for Global Performance and Politics, serves as the U.S. Center of the International Theatre Institute. TCG is North America's largest independent publisher of dramatic literature, with 17 Pulitzer Prize-winning plays on the TCG booklist. It also publishes the award-winning *American Theatre* magazine, and ARTSEARCH®, the essential source for a career in the arts. In all its endeavors, TCG seeks to increase the organizational efficiency of its Member Theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a larger public understanding of, and appreciation for, the theatre. More info, visit: www.tcg.org.

About the Department

The Director reports to the Chief Operating Officer (COO) and works closely with the Chief Executive Officer (CEO). The Director serves alongside other senior leaders of the organization.

The Marketing Department's two full-time members include the Director and a Coordinator. The Marketing Coordinator reports to the Director. Throughout the year, the Department engages interns and temporary, part-time assistance, as needed, to accomplish its goals.

The Department grosses approximately \$100,000 in annual revenue through new and reinstating lapsed individual members and is working towards increasing it over the next three years by tapping previously unrealized opportunities. The Department is also responsible for increasing the awareness of TCG products, including ARTSEARCH®, TCG Books, and *American Theatre* magazine, thereby increasing revenue in these areas. The Director and the COO will work to determine the best structure for the Department that will help advance its goals in a realistic and efficient manner.



What You Need for this Role

The Director should have a commitment to TCG’s mission, core values, and its ED&I work within the workplace and in the field. They should possess a positive, entrepreneurial attitude and be able to successfully lead and work with a diverse staff, Board, and body of partners. Outstanding interpersonal verbal and communication skills and exemplary work practices are essential as are strong attention to detail and dependability. The successful candidate will have a commitment to learning and growth for oneself and others.

The Director of Marketing will be working with other TCG staff including the Creative Director, Director of Communications, Director of Membership, and Publisher to advance TCG’s products and services through creative marketing solutions. We are seeking someone with significant experience in marketing who brings a “can-do” enthusiastic disposition to the job, and who can inspire others to do their best work. In addition, we are seeking someone who has:

- A minimum of 5 years of managerial experience developing and implementing marketing plans with high return on impact.
- Demonstrated skills, knowledge, and experience in the design and execution of marketing plans, as well as organizational branding.
- Demonstrated successful experience copywriting/editing marketing collateral and pitching marketing presentations.
- Experience developing and managing budgets; and hiring, training, developing, supervising, and appraising personnel.
- Experience overseeing the design and production of print and digital materials.
- Strong oral and written communications skills, and a collaborative working style.
- Ability to manage multiple projects at a time.
- Knowledge of and interest in theatre sector a plus.

What You Will be Doing

- Develop and execute branding strategies and design standards and ensure they are integrated throughout TCG’s work.
- Oversee the creation of all marketing collateral including membership brochures, fundraising appeals, event invitations, flyers, impact reports, sponsorship decks, and email marketing templates, among others.
- Coordinate and execute the marketing aspects of TCG’s annual calendar of events and other happenings.
- Raise revenue through marketing strategies that grow engagement with TCG’s publications (TCG BOOKS, ARTSEARCH®, and AMERICAN THEATRE magazine), individual memberships, and other services.
- Create and execute individual membership acquisition campaigns to grow membership levels annually.
- Create and supervise the social media and website strategy and execution.
- Create and direct videos that will highlight TCG’s work.
- Develop short- and long-term plans and budgets for the marketing program and its activities, monitor progress, assure adherence, and evaluate performance.



- Assisting with other tasks as necessary to ensure smooth working of the marketing department.

Compensation and Benefits

This position will pay between \$75-\$80K and will include a comprehensive benefits package with four weeks of vacation and additional paid time-off. Other benefits include a collegial environment that encourages a healthy work-life balance, free TCG books and monthly *American Theatre* magazines, and events for staff designed by TCG's "fun committee" to foster a warm, inviting, and friendly office culture.

How to Apply

Please include "**Director of Marketing**" in the subject line and email resume and cover letter in a single attached file to jobsearch@tcg.org. All materials must be sent via email. No phone calls! We will respond only to those resumes in which we have interest.

Application Deadline

All application materials must be received by 5:00pm on Friday, November 15, 2019 or until the position is filled. Resumes will be reviewed as they are received, so applicants are encouraged to submit their materials prior to the deadline.

TCG is an Equal Opportunity Employer and has a strong commitment to equity, diversity, and inclusion (EDI) in our hiring process, as well as in all areas of our work. At TCG we believe that diverse ideas, cultures, and traditions reflect the broad diversity of the US and are vital assets which enrich the programs and services TCG provides for the theatre field. We respect intersectionality of identities and are committed to EDI in all areas of our work and workplace. We strongly encourage candidates who identify as women, People of Color, LGBTQ+, neuro-diverse, people with disabilities, and non-binary to apply.