



DIRECTOR OF MARKETING AND SALES

ABOUT TRIAD STAGE

A professional regional theater based in Greensboro, NC, Triad Stage celebrates diverse voices, perspectives, and lived experiences through the arts. We have recently redefined and restructured our organization and programming with a renewed purpose and commitment to anti-racism and to community standards that shape our work. We celebrate new work, amplify community voices, and share the stories of our changing region. We value our partnerships with arts organizations, university partners, and local businesses. For 20 years, Triad Stage has been known for groundbreaking productions in our downtown facility that includes a 299-seat thrust and an 80-seat flexible cabaret space.

JOB DESCRIPTION

The Director of Marketing & Sales is responsible for the full customer experience at Triad Stage, attracting, engaging and stewarding patrons at every point of encounter with Triad Stage. This individual will create a coherent and effective strategy to communicate Triad Stage's vision and Core Values to the broader marketplace and to expand our reach in the surrounding communities. The Director of Marketing & Sales will work closely with the Artistic Director and the Managing Director to help set company priorities and best practices for marketing, programming, community outreach, and endeavors across all disciplines. This position will be responsible for brand creation, capital campaign materials, subscription and single ticket campaigns, and special event promotion. This role is highly visible and interacts with sponsors, vendors, clients, rental clients, and special event rentals.

DUTIES AND RESPONSIBILITIES

The responsibilities of this position include, but are not limited to:

Strategic Marketing and Budgeting

- In conjunction with the Managing Director and the Artistic Director, develop and implement strategies to rebuild and revitalize the organization's relationship with its patrons, donors, and the community in the aftermath of the Covid-19 pandemic
- Develop a comprehensive strategic marketing and communications plan to broaden organizational visibility and reach, helping the organization to meet its strategic priorities and deepen its impact within the greater community and various target audiences
- Establish and track insightful metrics that illustrate the tangible impact of marketing and communication strategy
- Work with numerous media outlets and vendors to execute the marketing
- Develop short- and long-term plans and budgets for the marketing program and its activities, monitor progress, assure adherence, and evaluate performance
- Monitor and negotiate with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising
- Improve, implement, and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance
- Effectively coordinate marketing efforts with the box office and audience services
- Confirm that the company's Core Values and vision are pertinent and practiced throughout the organization

Marketing, Communications, and Public Relations

- Manage the content and design of advertising and collateral materials such as print ads, brochures, direct mail, emails, web-based mediums, and other promotional vehicles that contribute to earned and contributed revenue
- Develop regular schedule of eBlasts to assist with efforts related to earned and contributed revenue

- Oversee graphic design work, including work for print collateral, web/email graphics, signage and advertising materials (both print and digital)
- Coordinate all direct mail efforts with printer and mail-house, including mail list creation by in-house Triad Stage staff
- Oversee every aspect of program production including writing of content, graphic design, and placement of advertisements
- Create engaging content as part of social media efforts on Facebook, Twitter, Instagram, and YouTube
- Oversee major updates and maintain Triad Stage website to ensure its accuracy and vitality
- Schedule and oversee publicity and archival photo and video shoots
- Maintain media relations database and assure timely, consistent media stories regarding theatrical productions (preview stories and opening night reviews). Solidify ongoing relationships with theatre reviewers across the region
- Pitch various story ideas related to artistic work and community collaborations
- Maintain online calendar listings with arts, tourist, and business organizations
- Represent Triad Stage in community activities

Other duties as assigned

EXPERIENCE AND QUALIFICATIONS

The ideal candidate will have experience and education in communications, journalism, marketing, or related field. An experienced leader with a minimum of 3-5 years in non-profit or arts administration. Qualified candidates will have strong analytic and creative skills and have the ability to balance multiple projects at one time. This individual must possess knowledge of Microsoft Office, Adobe Creative Suite, and other digital marketing tools. Must have knowledge of and commitment to the workforce DEIA experience. Must participate in and enforce the company's Covid-19 protocols.

COMPENSATION

\$55,000-65,000.00. Exempt.

This position is eligible for benefits including health, dental, and vision insurance with employee and company split after 90 days of employment. Life and disability insurance are paid fully by Triad Stage after 90 days of employment. Employees receives 10 paid days off, 8 holidays, and 2 floating holidays to use at employee's discretion. In addition, Triad Stage offices are closed December 25-January 1. After a year of employment, this position is eligible to participant in the company's IRA program with company matching contribution. After 5 years of employment, candidate will receive an additional 5 days of paid vacation.

TO APPLY

Triad Stage is an equal opportunity employer and invites applications from a diverse pool of candidates regardless of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or sexual orientation.

Please submit a cover letter, resume, and three references with contact information to jobs@triadstage.org with the candidate's name and "Director of Marketing and Sales Search" in the subject line.