

THE LAGUNA PLAYHOUSE

Director of Marketing, Communications, and Public Relations



Reports to: Managing Director

Position Status: Full time, Exempt

Salary: \$90,000 - \$100,000 annually

Benefits: Medical & Dental (Shared Expense); 401K; Paid Vacation & Sick Leave; Paid Holidays

Application: Cover letter must accompany resume submission

The Director of Marketing, Communications, and Public Relations (Director) reports to the Managing Director and is responsible for all marketing, branding, communication, and public relations. They will develop and implement strategies to increase ticket sales and attendance for Laguna Playhouse's shows and events and ensure that the Laguna Playhouse brand is consistently and accurately represented in marketing and communications, earning support for the mission.

A well-organized, detail-oriented individual, the Director will be dedicated to helping take this vibrant and growing non-profit theatre to the next level. A key member of the senior management team, they collaborate closely with the Artistic Director, CFO/CTO, Director of Advancement, Director of Education, and General Manager. This position oversees the Marketing Manager and manages the relationships with vendors for telemarketing, PR, graphic design, and photography.

The Director will be a creative and enthusiastic leader, who can help Laguna Playhouse build and sustain relationships with donors and audience members. They will thrive in this warm, welcoming, and creative atmosphere that embraces individuality and is artistically fulfilling and forward-thinking.

This is a full-time, on-site position.

Roles and Responsibilities

Strategic Planning and Program Development:

- Plan, direct, and implement a comprehensive, strategic, and results-oriented and cost-effective strategy that strengthens the Laguna Playhouse brand, retains and increases its strong customer base, and attracts new and diverse audiences.
- Lead campaigns for earned revenue via subscription sales, single ticket sales and educational offerings, to meet ticket revenue and attendance goals through the season.
- Serve as brand manager for all communications.

Education and Outreach

- Expand community awareness of all Laguna Playhouse programs and activities.
- Develop strategies to increase the Playhouse's visibility and position in the field regionally, nationally, and internationally.
- Conduct market research as a tool for creating effective marketing strategies.
- Use audience development strategies to strengthen and cultivate the relationship with existing subscribers and to explore and target potential markets.
- Work in partnership with the Education and Outreach Department to help strengthen and expand education and outreach programming reach.

External Communications and Branding

- Serve as brand manager for all communications.
- Manage development of all printed and digital marketing materials for Mainstage season, special event shows, Development initiatives, Education and Outreach programs, etc.
- Oversee all Laguna Playhouse social media platforms.
- Oversee the creation of content and updating of the Playhouse's website in coordination with appropriate staff.

- Plan, supervise, and coordinate the production, preparation, and distribution of all promotional tools, including season brochures, newsletters, e-mail blasts, print and broadcast media ads, posters/flyers, press releases, etc.
- Approve all advertising copy and concepts, work with graphics team to set concepts for print ads, brochures, and other publications.
- Coordinate schedules of all direct mail activities of the Playhouse
- Identify public relations opportunities beyond securing show specific reviews. Oversee the creation and implementation of all external communications.
- Hire, manage and maintain close working relationships with Playhouse key external suppliers in any marketing agencies, design agencies, press consultants, advertising agencies and consultants, mailing houses, printers, media consultants, photographers, and videographers.
- Solicit and negotiate promotional relationships with media, retail, arts organizations, vendors, and others.
- Liaise with any external producers on all elements of campaigns. Approve all show descriptions, writing them as needed.
- Develop and manage the marketing budget.

Earned and Contributed Revenue

- Oversee, in partnership with other members of the senior management team, all aspects of forecasting, tracking and analysis of ticket sales.
- Create and monitor the Playhouse's single ticket campaign for all plays and advertising for the theatre's education programs.
- Build new strategies to drive return ticket sales in a fiscally responsible manner.
- Coordinate with outsourced telemarketing and the Ticketing Services Senior Manager to create and manage the annual subscription campaign for seven play Mainstage season and special Design Your Own packages.
- Analyze series and single ticket sales patterns and determine appropriate actions, including evaluating the effectiveness of all marketing strategies.
- Work in partnership with the Development Department to help achieve set goals and programming.

Physical Requirements

- This position involves sitting, standing, twisting, turning, and lifting up to 25 pounds.

Qualifications

The Director will have exceptional communication skills and meticulous attention to details as well as a deep appreciation for the arts. They must have experience in marketing, communications, and staff management, demonstrating creative and innovative thinking in reaching goals successfully and proactive problem-solving skills. Able to relate to a wide variety of constituents, including donors and prospective donors, they can maintain those connections in a broad range of situations, building credibility and relationships. The Director will be comfortable working under pressure and meeting tight deadlines and revenue goals while maintaining a calm, professional demeanor. A self-motivated, detail-oriented individual, the Director will work effectively both self-directed and with a team and will at all times maintain confidentiality.

Strong verbal, written, proofreading, and interpersonal skills are essential, and competency with computers, Microsoft Office Suite, and social media is a must. Experience working with Tessitura is strongly preferred. The Director will work flexible hours, including some weekends and evenings on-site.

To apply for this position, please send a cover letter and resume to Human Resources under the heading:

Director of Marketing Position Application
 Cover letter must accompany resume submission.
hr@lagunaplayhouse.com