PACIFIC CONSERVATORY THEATRE

Job Description

Position: **Director of Marketing**
Department: **Marketing**
Reports to: **Managing Director**
Direct Reports: Assoc. Marketing & Comms. Dir., Group Sales & Ads Manager, Social & Multi-media Manager, Box Office Manager, House Manager

The Director of Marketing (a full-time, exempt position) is responsible for creating, developing, and implementing all marketing and promotional aspects of the PCPA season to increase revenue from ticket sales, and other earned income. As a member of the senior leadership team, the Director of Marketing will play a role in developing and supporting the culture and future plans of the organization.

At PCPA we believe that diversity makes us stronger, enriches our art, and is a source of joy. We believe that our understanding of the principles of Equity, Diversity, and Inclusion must continually grow and be actively practiced in our behavior and relationships. We will maintain a safe and welcoming working environment, free from any aggressions, and will interrupt behaviors that hinder our efforts to create an equitable, diverse and inclusive environment. We will make space for open communication that enhances relationships with all staff and community members, particularly those belonging to historically marginalized groups. PCPA is committed to anti-racism and prohibits discrimination against anyone based on factors including, but not limited to: race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing. We commit to serving our community by inspiring our current audience, cultivating our future audience, and preparing the next generation of theatre professionals.

Roles and Responsibilities:

Strategy -

- Lead subscription, single ticket, and group sales campaigns for all productions, including dynamic pricing strategies, customer segmentation, and cross-promotional partnerships.
- Forecast and analyze ticket sales trends and adjust strategies to maximize revenue and attendance.
- Develops and executes patron loyalty path including retention strategies to support patron retention and to increase diversity.
- In collaboration with the Managing Director, develops marketing budget and maintains expenditures within budget.
- Participates at Senior Staff meetings to ensure coordination of marketing efforts with Business, Production and Conservatory areas, PCPA and AHC management policies, and Solvang Theater fest activities.
- Develops and leads all ticket and media campaigns via digital, print, press and direct mail.
- Generates and manages PCPA's sales projections and corresponding pricing and inventory strategies to maximize revenue and motivate the sales team while maintaining the fiscal health of

annual operations.

- Develops and leads PCPA's institutional brand strategy and brand guidelines, ensuring consistent messaging, visual identity, and positioning across all marketing, communications, and public-facing materials.
- Guides long-term brand positioning that strengthens PCPA's reputation, community presence, and audience engagement.

Sales -

- Supervises, develops and implements image/theme for PCPA promotional pieces, including brochures, posters, flyers, advertisements, lobby signs, social media, etc.
- Collaborates with the Development department, on sponsorships to assist with raising contributed income.
- Supervises the advertising sales program.
- Supervises creation of marketing materials for the Conservatory.
- Manages the merchandise program.
- Leverages the ticketing software to drive ticket sales, advance audience development and deepen overall audience engagement.
- Develops single ticket sales boosters throughout the seasons, as well as season ticket packages and subscriber boosters, including telemarketing.

Management & Leadership -

- Manages, directs and reviews all content creation for PCPA as it relates to PCPA branding, season materials, social media, website and artwork creation for all patron-facing materials.
- Manages, directs and reviews press release materials, day before/after emails, eNews and any email materials created by Associate Marketing and Communications Director.
- Manages, directs and reviews all social media content for PCPA Theatre pages created by Social & Multi-media Manager.
- Manages, directs and works with Box Office Manager and Box Office staff on creation of patron-facing materials as it relates to season subscriptions, patron experience and retention efforts.
- Manages directs and works with Front of House on coordination of volunteer ushers, student ushers and concessions.
- Directs front of house and box office activities.
- Organizes marketing staff assignments to maximize efficiency and effectiveness of the department.
- Supervises the implementation of new technology to advance the organization's goals and to measure the success of marketing, communications and public relations campaigns.
- Attends EDI, sexual harassment, anti-bias, anti-racist and other Human Resource trainings and workshops.
- Works in a manner consistent with understanding and demonstrating inclusive behaviors; maintains a safe and welcoming working environment; and interrupts behaviors that hinder PCPA's equity, diversity, and inclusion efforts
- Solicits promotional ideas from staff, management, and community supporters; does analysis, and holds brainstorming sessions and focus groups to include a diversity of voices in the creation of a marketing strategy that increases revenue.
- Works closely with the Artistic Director/Dean and Managing Director to ensure transparent

information sharing within the marketing department, with other PCPA departments and Solvang Theater fest.

- Performs other duties as deemed necessary by the Artistic Director/Dean and Managing Director of PCPA. It is not intended to proscribe or restrict the specific tasks that may be assigned.

Essential Skills:

- A basic knowledge of theater performance, history and production practices.
- Knowledge of comprehensive marketing theory and practice especially in new media, new market development and arts/culture marketing.
- Proven track record of meeting or exceeding revenue goals.
- Excellent communication skills – written, oral and visual.
- Excellent organizational fiscal management and budgeting skills.
- Strong leadership skills to lead a team with transparency and accountability and to empower others to succeed.
- Education and training on and demonstrated commitment to anti-racism, equity, diversity and inclusion practices.
- Ability to work under pressure and adapt to changing priorities.
- Strong managerial, time and project management skills.
- Special events, publicity and public relations management.
- Fiscal management & budgeting.
- Management experience, including staff supervision and management.
- Knowledge and experience in ticketing software including creating reports and data analysis. Knowledge of Spektrix a plus.
- Knowledge and experience in managing website content including content for ADA compliance and SEO optimization. Knowledge and experience working in WordPress.
- Knowledge in Social Media content creation and management of social media strategy across Instagram, Facebook, YouTube and posting scheduling and data information through Meta Business Suite.
- Knowledge and experience in creating and managing print ready materials.
- Software knowledge: Adobe Professional Suite (Acrobat InDesign, Photoshop, Illustrator, Premier Pro), Canva, Microsoft Office Suite (Excel, Word, PowerPoint), WordPress
- Ticketing Software Knowledge in Spektrix and email software DotDigital a plus.
- 5-7 years professional experience in a similar position.

Other Requirements:

- Possess and/or be able to acquire a valid California driver's license. This position must travel to Solvang, Santa Ynez, and Santa Maria for marketing meetings and PCPA promotional purposes.
- Access to a vehicle for transportation to and from business related events.

Work Conditions:

- Ability to work in an environment where there are frequent interruptions.
- Work may require travel to other offices or locations to attend meetings or conduct work.
- May also work evenings and weekends.

Physical Demands:

- Typically, in a stationary position for extended periods of time.
- Operates a computer keyboard.
- Communicates over the telephone and in person.
- Regularly moves objects weighing up to 25 pounds.