



## **Alabama Shakespeare Festival seeks a Director of Marketing & Communications**

Alabama Shakespeare Festival (ASF) is currently seeking a dynamic leader to serve as the Director of Marketing & Communications. Alabama Shakespeare Festival is a year-round professional LORT theatre housed in a \$50 million theatre complex located in Montgomery, Alabama, that annually produces a vibrant season of Shakespeare, classics, musicals, and new works. In addition to ASF's stage productions, ASF serves its community through the Festival's many arts education programs, including SchoolFest, a student-matinee program that annually provides 30,000 – 40,000 students with subsidized tickets for a performance to one of ASF's productions.

### **Job Description:**

A direct report to the Executive Director, the Director of Marketing & Communications is a senior member of ASF's leadership team, responsible for the planning and management of the company's marketing and communications functions. These responsibilities include the creation and execution of results-driven marketing plans and budgets to meet multimillion-dollar single ticket sales, attaining subscription and education sales goals, audience development, consumer research, and institutional branding.

### **Duties and Responsibilities:**

#### **Management/Marketing**

- Develop, implement, and evaluate comprehensive marketing campaigns to generate ticket revenue for ASF. Manage all marketing efforts to achieve single ticket, group, and subscription sales goals of over \$2.5 million annually, and strategizing other subsidiary income streams up to \$1 million.
- Strategically enhance revenue by developing strategies to move patrons from single ticket purchasers to subscribers to advocates.
- Produce marketing deliverables, including advertising (print, broadcast, outdoor, online), direct mail, email, promotional materials, and other collateral. Develop and manage all direct marketing efforts, including direct mail, e-marketing, customer segmentation, target market strategies, and audience development. Handle media buys in print, digital, broadcast, and radio.
- Oversee editorial content for show programs, eblasts, social media, and development/maintenance of ASF website.
- Supervise marketing staff (Marketing Manager, Senior Graphic Designer, Group Sales Manager, Audience Experience Manager, Front of House Manager, Content & Media Manager, Events Coordinator) and part-time employees including Box Office, Front of House, and Gift Shop.

#### **Public/Media Relations**

- Promote and communicate ASF's core mission, service to the community, and artistic programming, including developing the brand, messaging, web, and social media strategies.
- Manage the development and implementation of strategic and tactical public relations plans to promote productions, special events, and education/outreach activities.
- Schedule and manage pre-production photo shoots and dress rehearsal photo/video shoots.



- Create press releases and serve as primary media contact for the theatre and as spokesperson, as appropriate.
- Cultivate relationships with key media contacts, maintain media list, and manage press opportunities. Respond to media queries and requests for information.
- Coordinate speaking engagements to promote ASF.

#### Finance/Analytics

- Provide financial oversight over the marketing revenue and expense budgets.
- Create sales forecasts and expense projections for the annual budgeting process.
- Oversee earned revenue from bar sales and concessions, ticket sales, fees, subsidiary income, and building rentals.
- Utilize ticketing software (Tessitura®) to create reports for Executive Director, to pull lists for target marketing, and generate reports of interest to other departments.

#### Community Engagement/Events

- Create and manage special events to drive audience engagement and ASF visibility.
- Increase community awareness of the ASF brand; develop new audiences.
- Develop community partnerships to increase ASF visibility and awareness/cut expenses.
- Develop new avenues of earned revenue and/or reduced expenses through marketing sponsorship opportunities (i.e., children's areas during shows, in-kind sponsorships), sell program advertising.
- Support Development in terms of visibility opportunities for ASF sponsors.
- Support Community Engagement with event staffing and promotion.

#### Other Duties

- Develop strategic long-term program goals and budgets with Executive Director.
- Collaborate with Development and Education Departments to identify funding and marketing sponsorship opportunities and responsibilities.
- Other duties as assigned by the Executive Director.

#### Characteristics and experience vital to this position

The successful candidate for this position will be a keen strategist and will have a strong, proven track record in revenue generation, audience development and retention, and customer service. An understanding of transactional data management, evaluation, and analysis is essential. Serious candidates will also have a strong record of managing people and budgets.

- A minimum of five years' experience leading marketing efforts for a performing arts organization, preferably theatre
- Bachelor's degree, preferably a Master's degree, either in marketing or arts administration.
- Be able to articulate and share the mission of ASF in public settings.
- Interest and understanding of Shakespeare's canon, and a passion for theatre as an art form.
- Involvement with National Organizations (TYA, TCG, etc.)
- Experience with budgeting, financial management, and applying analytic information.
- Experience in building an audience base.
- Experience with Southern or rural markets and tourism marketing.
- Knowledge/experience with Tessitura® is desirable.



### **To Apply:**

Please send a cover letter and resume to Michael DiLaura, Human Resources, at [mdilaura@asf.net](mailto:mdilaura@asf.net).

Alabama Shakespeare Festival is proud to be an Equal Opportunity Employer. All qualified candidates will receive consideration without regard for age, race, religion, gender, identity, or disability.

### **Alabama Shakespeare Festival**

Founded in 1972, Alabama Shakespeare Festival began as a summer theatre festival in Anniston, Alabama. The theatre moved to Montgomery in the 1980s after philanthropist Wynton "Red" Blount offered to build a new home for the theatre in a 250-acre park. The state-of-the-art performing arts complex christened the "Carolyn Blount Theatre," represented the largest gift by an individual donor in the history of American theatre (\$21.5 million) at the time. Mr. Blount's gift of the theatre complex set ASF on the path of continuous artistic success and community service.

Carolyn Blount Theatre houses a Festival Stage (seats 792) and Octagon Stage (seats 262), outdoor amphitheater and garden, production shops, rehearsal halls, and administrative offices. More than one million bricks were used to build the complex, which contains more than 100,000 square feet of space. The late Russell Page, famed landscape architect, planned the English-style grounds and lake that surround the building and make up the stunning core of the Wynton M. Blount Cultural Park.

ASF is the largest professional, producing theatre in Alabama and one of the largest Shakespeare festivals in the world. Since the theatre first opened, millions of adults, children, and families have experienced the joy of theatre by attending ASF productions.

### **Mission and Values**

Alabama Shakespeare Festival builds community by engaging, entertaining, and inspiring people with transformative theatrical performances and compelling educational and outreach programs.

As the region's most valued arts leader and community resource, we strive to build upon our reputation for artistic excellence, broaden our reach throughout the state and beyond, and expand public participation and support.

Our core values include **heritage**: producing work that speaks to the richness of human experience and the uniqueness of our region; **excellence**: sustaining a nurturing, supporting, and creative work environment; **community**: serving as a cultural conduit for community interaction; **accessibility**: embracing diversity and opening our doors to everyone in the community; **life-long learning**: providing unique avenues for personal and collective discovery; and **stewardship**: being reliable stewards of the marvelous resources provided to us.

### **Community**

*The New York Times* recently recognized Montgomery, Alabama, as one of the top 52 places to visit in the United States, citing revitalized neighborhoods, a bustling downtown, and the many museums and historical sites focusing on the evolution of civil rights.

Montgomery is rich in both historic and cultural offerings for residents and visitors alike, including ASF and the Montgomery Museum of Fine Arts located in the Wynton M. Blount Cultural Park. In addition, other local attractions include the recently opened National Memorial for Peace and Justice and Legacy



Museum of the Equal Justice Initiative, National Center for the Study of Civil Rights and African American Culture, the Rosa Parks Library and Museum, Freedom Rides Museum, and Alabama Nature Center.

As the state capital of Alabama, the city is populated by many state government agencies along with Maxwell-Gunter Air Force Base, the home of Air University. Montgomery has a vibrant academic community that includes public institutions Alabama State University, Troy University (Montgomery Campus), and Auburn University at Montgomery, as well as private institutions Faulkner University and Huntingdon College. High-tech manufacturing is also part of the diversification of Montgomery's economic base, which includes such international companies as Hyundai Motor Manufacturing Alabama among others.

Montgomery has won several national awards including Best Historic City by *USA Today*, All-America City in 2014 by the National Civic League, "Top City for Job Growth" in 2014 by ziprecruiter.com, and the "happiest city in Alabama." Montgomery has also been recognized nationally for its downtown revitalization and new urbanism projects. It was one of the first cities in the nation to implement Smart Code Zoning.