



TOM O'CONNOR
CONSULTING GROUP

American Repertory Theater
Director of Marketing and Communications

Position Profile

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About the Opportunity

Following a year of reduced operations due to the COVID-19 crisis, the American Repertory Theater (A.R.T.) seeks a **Director of Marketing and Communications** who will direct and regrow the currently reduced staff in meeting the theater's revenue and attendance goals. Additionally, the incumbent will play a pivotal role in developing, advancing, and communicating A.R.T.'s policies and culture with regard to diversity, equity, inclusion, accessibility, and anti-racist practice.

The A.R.T. Marketing and Communications team is currently comprised of 4 full-time (not including this role) and 2 part-time roles, and is responsible for admissions targets upwards of 100,000 per year. In the current year, ticket sales goals total approximately \$3 million, which will increase as the theater resumes full operations to eventually exceed \$5 million. In the search for this role, the A.R.T. team seeks well-rounded Marketing and Communications professionals, with a particular emphasis on strong sales acumen and data-informed strategy. The Marketing and Communications team collaborates with all departments at A.R.T., with particular emphasis on Artistic, Patron Services, Education, Engagement, and Development. Along with overall audience and revenue goals, the Director of Marketing and Communications will also play a pivotal role in supporting A.R.T.'s capital campaign and its planned move to Harvard's Allston campus.

About American Repertory Theater

A.R.T. is a leading force in American theater, producing groundbreaking work that is driven by risk taking and passionate inquiry in Cambridge and beyond. Since 2008, Terrie and Bradley Bloom Artistic Director Diane Paulus has pursued A.R.T.'s mission to "expand the boundaries of theater" by programming transformative theatrical experiences, always including the audience as a central partner. A.R.T. is nationally and internationally recognized as a leader of artistic innovation. In recent years, productions that began at A.R.T. have won 19 Tony Awards, and numerous works developed by A.R.T. have been performed throughout the country and around the world.

A.R.T. productions are staged in Harvard Square at the 540-seat theater in the Loeb Drama Center and at OBERON, an intimate, club theater venue. OBERON incubates local and emerging artists through an inventive programming and revenue model and has

become a vibrant, vital part of the organization. The A.R.T. is currently engaged in a \$180M capital campaign to build a new home in Allston, MA.

As the professional theater on the campus of Harvard University, A.R.T. is committed to playing a central role in the cognitive life of the University, catalyzing discourse, interdisciplinary collaboration, and creative exchange among a wide range of academic departments, institutions, students, and faculty members. A.R.T. is engaged in a number of multi-year initiatives with partners at Harvard that explore some of the most pressing issues of our day, including collaborations with the Harvard University Center for the Environment to develop new work that addresses climate change and with the Healthy Buildings Program at the Harvard T.H. Chan School of Public Health to develop a Roadmap for Recovery and Resilience for Theater that prioritizes a commitment to ethics, equity, and anti-racism as a guiding principle.

In pursuit of its mission, A.R.T. leads with the following core values:

We center anti-racism.

Habituate anti-racist practices in our policies, structure and culture

We lead with inquiry.

Ask questions in a spirit of brave curiosity in our never-ending journey of learning and growth

We believe in collaboration.

Work together with trust and respect to unlock collective creativity

We practice adaptability.

Challenge assumptions and create capacity to support “next” practices

We embrace regenerative practice.

Promote the health and vitality of our planet, our organization, and each other

A.R.T. acknowledges that its theaters are situated on the traditional and ancestral homelands of the Massachusetts Tribe.

Job Description

Reporting to the Managing Director, the Director of Marketing and Communications serves as an integral member of the Executive Team and works closely with the Artistic, Development, Patron Services, and Engagement teams. They manage a team of experienced personnel including the Public Relations Director, the Associate Director of Marketing and Communications, the Senior Graphic Designer, and the Web and Digital Communications Manager to create and execute strategic, holistic marketing, advertising, communications, and public relations plan for individual productions, subscription campaigns, special events, fundraising initiatives, education and community programs, as

well as institutional branding more broadly. Additionally, the Director of Marketing and Communications acts as an ambassador for the organization with the general public, volunteers, and community leaders with the goal to advance the organization's position with relevant constituents, as well as to drive broader awareness and support for the organization.

Specific Duties and Responsibilities

The following functions are not intended to serve as a comprehensive list of all functions performed by this position but represent a summary of the primary duties and responsibilities.

Leadership

- Create and execute innovative marketing and communication strategies that engage audience and increase loyalty for programs in order to meet annual earned income goals exceeding \$5M;
- Evolve A.R.T.'s current marketing and outreach to create a stronger connection to and relationship with A.R.T.'s brand, values, and the opportunities for participation; continue to strengthen A.R.T.'s positioning as both a local and destination theater;
- Actively manage, recruit, and develop communications, graphics, marketing, and online media professionals, building team cohesiveness by establishing, communicating, and reinforcing institutional values and culture;
- Serve as the primary departmental interface with the Artistic Director, members of the Executive Team, and the Boards of Trustees and Advisors;
- Provide strategic oversight and management support of the CRM software;
- Collaborate with Finance team to ensure that sales levels are accurately forecasted and oversees Associate Director of Marketing and Communications' management of departmental budget;
- Build talent by supporting professional development opportunities for the team

Marketing/Advertising

- Continue to develop programs to deepen and extend A.R.T.'s audience development efforts in order to reflect the demographics of the Greater Boston community;
- Supervise the creation and implementation of all advertising campaigns, as well as digital communications strategies to effectively communicate the priorities and mission of the theater;
- Set revenue goals and maintain dynamic pricing and audience access strategies;
- Analyze and adapt earned revenue strategies;
- Analyze and report out on audience data, sales strategies, and digital activity (including website traffic and email campaigns, utilizing Google Analytics and Tessitura) to inform marketing strategy;
- Together with the team, align with the Development department on all donor and member cultivation goals to maximize opportunities for donor engagement;
- Support Education and Engagement programs, help develop annual targets, and support communication strategy for audience development goals.

Communications

- In partnership with leadership and staff, develop and support communications that center the institution's values, especially those of anti-racism and anti-oppression, for audience and staff alike;
- Oversee communications, including press and public relations, across all of A.R.T.'s geographies and digital properties including video and online content;
- Develop and manage the strategy to share A.R.T.'s leading-edge programs and industry insights, whether through Op-Eds, blogs and external media, thought pieces, or communication materials for A.R.T.'s key funders, Advisors, Board members, patrons, and community members;
- Interface with other departments aligning and facilitating targeted departmental communications as well as institution wide communications with the overall brand;
- Facilitate opportunities to lift A.R.T.'s place in the industry ecology as an incubator and developer of new works, the relevancy of the work, and points of intersection for audience to engage with it; ensure that all stakeholders, including audience members, followers, donors, and board, have an opportunity to deepen their loyalty and engagement with the organization and its work.

Desired Skills and Qualifications

- Significant experience in the creation, execution, management, and implementation of creative, successful marketing and communications campaigns. 10+ years of Marketing experience;
- Supervisory experience with cross-departmental teams;
- A degree in arts administration, marketing, communications, public relations, or other related field; Education beyond an undergraduate degree may count towards experience;
- Proficiency with CRM systems (preferably Tessitura), as well as knowledge of and interest in website analytics and ad serving tools;
- Excellent verbal and written communications skills;
- A love for arts and culture; experience working with a theater or audience-serving cultural organization preferred;
- Confident and encouraging leader with effective operational and strategic management skills, demonstrated experience managing, mentoring, and motivating staff, and the ability to inspire those working with them toward accomplishing common objectives;
- Well-organized, data-driven, able to plan and articulate a strategy, set priorities, and focus on details while not losing sight of the big picture;
- Ability and enthusiasm to work occasional evenings, nights, and weekends as performance, rehearsal, and event schedule demands (approximately 20% of working hours). Similarly, the ability and enthusiasm for occasional out-of-state travel (less than 5% annually).

Not sure you meet 100% of our qualifications? Research shows that men apply for jobs when they meet an average of 60% of the criteria, while others tend to only apply if they meet every requirement. **If you believe that you could excel in this role, we encourage you to apply.**

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. Whether you're new to arts and culture administration, returning to work after a gap in employment, simply looking to transition, or take the next step in your career path, we will be glad to have you on our radar.

Please use your cover letter to tell us about your interest in the arts and culture space and what you hope to bring to this role.

Compensation

Salary is commensurate with experience, with an approximate budget of \$110,000-120,000, as well as a very generous Harvard benefits package including medical, dental, life insurance and retirement.

It is important to note that the individual in this role will be expected to commute regularly for in-person work and various events. Therefore, working fully remote is not an option. However, this position will have flexibility with a hybrid schedule for the foreseeable future. Under campus guidance, each team at A.R.T. has developed unique hybrid work schedules to keep the in-office population density low.

While this is the current policy, A.R.T. continues to respond to shifting recommendations as the COVID 19 pandemic persists. Please bear in mind that policies regarding this hybrid work model may be modified at any time in response to new health and safety information.

Application Instructions

The search for the Director of Marketing and Communications is being conducted on behalf of the American Repertory Theater by Tom O'Connor Consulting Group, a New York-based executive search and consulting firm specializing in the arts and culture industries.

To apply, email your cover letter, salary requirements, and resume as a single PDF file to jobs@tomocgroup.com with "A.R.T." in the subject line. Please name the file using the template of "Last Name, First Name." Cover letter should include relevant experience, how you became aware of the position, and any direct experience you have had with similar positions and institutions. No phone calls please.