



# TEXAS BALLET THEATER

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Hiring Company Name: Texas Ballet Theater  
Hiring Company Industry: Arts and Entertainment  
Position Title: **Director of Marketing and Communications**  
Reports To: Executive Director  
Location: Fort Worth, TX

The mission of Texas Ballet Theater (TBT) is to create, present and tour world-class ballet, from classical to cutting-edge, and promote its appreciation, accessibility, and technical mastery among students, pre-professionals, and audiences of all ages. We are honored to be the only arts organization to serve as resident company for both leading performance venues in Dallas and Fort Worth – the Winspear Opera House and Bass Performance Hall.

Our internationally recognized Company is built on a rich 55 year history, and boasts a repertoire that is creative, artistically expressive and collaborative.

## **SUMMARY**

The ideal candidate will have 5+ years senior leadership experience, preferably within performing arts organizations of comparable size and scope; outstanding communication and team building skills; demonstrated understanding of sales and marketing techniques and financial principals. The ideal candidate will possess experience-marketing dance and be able to provide knowledge of the Dallas-Fort Worth marketplace.

The marketing department is responsible for an earned revenue of approximately \$5 million. Over-arching department activities include but are not limited to the following:

- Development and execution of marketing plans
  - Research, branding, advertising
- Development and engagement of new audiences
  - Subscriptions, single and group ticket sales campaigns, promotions and telemarketing.
- Development of Digital and PR Plan
  - E-commerce, website management, social media
- Working in partnership with the Director of Development and Director of Schools, the Director of Marketing and Communications will develop and execute marketing/branding/design and communication plans.
- Design, create and execute the graphics and marketing vision with the Artistic Director, School, Development and consultants as needed.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Reporting to the Executive Director, the Director of Marketing and Communications is an action-oriented position accountable for all aspects of Texas Ballet Theater's marketing and ticketing sales program with a primary responsibility of driving ticket sales through traditional and new media, affinity marketing and public relations.
- The position is charged with the development and implementation of short and long-term strategic marketing plans aimed at maximizing ticket sales, tuition and other earned and contributed revenue.
- This ideal candidate will enhance Texas Ballet Theater's brand and reputation through effective messaging, communication strategies and programs. This includes a knowledge base on a variety of media platforms, both traditional and new, including print and online publications, TV and radio.
- In addition to "in-office" marketing, the Director of Marketing and Communications will be a primary relationship-building point person for the organization, requiring a self-starting impulse - to build effective, profitable, long-term relationships for the Company.
- This position will create and maintain strong media relationships to facilitate editorial piece pitches, advertising sponsorships and consistent reviews of productions.
- The Director of Marketing and Communications ensures long-term audience growth and serves as a member of the senior management team, advising other leaders regarding successful promotion to attract and retain audiences.
- Working with School Principals and administrators, the Director of Marketing and Communications will develop and fulfill a marketing plan for Fort Worth and Dallas Texas Ballet Theater Schools.
- Working with the Director of Development the Director of Marketing and Communications will develop and fulfill a marketing plan for Fort Worth and Dallas fundraising.
- The Director of Marketing and Communications will provide clear leadership and direction for his/her team, leveraging the talent of each staff member and motivating the department.
- Weekend attendance at performances is required.

### **SUPERVISORY RESPONSIBILITIES**

The Director of Marketing and Communications manages and directs marketing and ticketing staff - including recruitment, selection and development to achieve Company goals and objectives.

### **QUALIFICATION**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION**

Bachelor's Degree in Marketing and/or Communications preferred with a minimum of five years related experience with progressive managerial responsibilities.

## **EXPERIENCE**

- 5+ years of senior level marketing experience with at least 3 years personnel and budget management experience
- Successful record of accomplishment in marketing for an arts audience preferred.
- Previous customer service and sales experience is preferred.
- Experience with graphic design, demand based pricing, social media marketing and promotions is preferred.

## **REQUIRED SKILLS**

- The ability to manage the department's day-to-day marketing and ticketing sales activity is essential as well as to conceptualize and organize specific initiatives.
- The ability to articulate a well thought-out plan, with clear goals and objectives and then manage program areas to organize and implement the plan.
- Plans and implements sales, marketing and product development programs, both short and long range, targeted toward existing and new market by performing the following duties personally or through subordinates.
- Demonstrated ability to think strategically and creatively, work well under pressure, and manage details of several concurrent projects.
- Proficiency in Microsoft Office Suite of products, including Excel, Word, Powerpoint, and Outlook is required.
- Graphic design experience utilizing Adobe Creative Suite (Photoshop, Illustrator, In Design & Dreamweaver) is required.
- Excellent written, verbal, and interpersonal communication skills. Excellent active listening skills and speech clarity is required.
- Ability to set and adhere to a budget.
- Ability to prioritize work, use good judgment, pay attention to detail, demonstrate a strong sense of urgency, and carry projects through to completion in a timely manner.
- Results-oriented team player with the ability to initiate and drive programs.
- Ability to manage multiple projects simultaneously.
- Exceptional leadership and interpersonal skills with a sense of humor

## **LANGUAGE SKILLS**

Demonstrated in-depth sales, marketing techniques, and financial principles. Effective ability to communicate orally or in written form effectively with co-management, internal and external customers. Ability to read and comprehend complex instructions, short correspondence and memos, ability to write professional correspondence, ability to effectively present one-on-one or large group situations to customers, clients, and other staff members of the organization and community.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages and ability to apply concepts of algebra.

**REASONING ABILITY**

Demonstrate the ability to anticipate and solve practical problems or resolve issues. Ability to apply common sense understanding to carry out instructions furnished written, oral, or diagram form, ability to deal with problems involving several concrete variables in standardized situations and ability to address customer personalities in various business situations.

**APPEARANCE AND GROOMING**

All staff members are required to follow the guidelines set forth by the employee handbook.

**LIMITATIONS AND DISCLAIMER**

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of responsibilities, duties and skills required for the position. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws. Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will basis.

**PHYSICAL DEMANDS / WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals may need to sit or stand as needed. May require walking primarily on a level surface for periodic periods throughout the day. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the workday. Proper lifting techniques required. May include lifting up to 25 pounds for files, computer printouts and marketing materials on occasion. Simultaneous use of a computer with repetitive motion and a telephone may be required.

Primary environment: ambient room temperatures, lighting and traditional office equipment as found in a typical office environment.

**HOW TO APPLY**

To apply, send cover letter outlining aptitude and interest, resume and names/contact information for three professional references via email to [jill@texasballet.org](mailto:jill@texasballet.org).

No phone calls please.

Texas Ballet Theater is an equal opportunity employer.