



Hiring Company: Texas Ballet Theater

Position Title: Director of Marketing and Communications, Exempt

Location: Fort Worth, Texas; Hybrid Remote and Onsite

Organization Overview

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 a resident company for leading performance venues in Dallas and Fort Worth –Winspear Opera House and Bass Performance Hall. Our internationally recognized Company is built on a rich 60-year history and boasts a repertoire that is creative, artistically expressive, and collaborative.

Texas Ballet Theater is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Texas Ballet Theater is committed to equality and social justice. We commit to a safe space for LGBTQ Communities.

What We Have to Offer You

- Benefit package which includes health insurance, time off benefits and matching 403B (within allowable limits).
- A respected and successful company.
- A safety-oriented company: TBT has a COVID-19 vaccine mandate.
- Being a part of the arts while investing in the Fort Worth and Dallas communities.
- A leadership team dedicated to students and dancers, and to achieving the mission.
- This position is exempt.

About Your Manager

- Report to the Executive Director
- Task driven, with expectation of a quick turnaround
- Balance between two leadership styles (analytical/urgent versus a people-oriented work style)

Department Description

Working in partnership with the TBT Executive Team, the Director of Marketing and Communications will be a member of the senior management team and responsible for all aspects of planning, implementing, and evaluating marketing, communications, and box office for TBT and TBT School. This individual will assume responsibility for a significant portion of TBT's annual earned income of approximately \$5 million through subscription sales, single tickets, and group sales for the full season of self-presented works in Dallas and Fort Worth communities. Collaborating with the representatives of the venues that present TBT performances, the Director of Marketing and Communications will ensure that TBT's brand and audience experience reflect the organization's values. The Director of Marketing and Communications will partner with TBT School leadership to increase brand awareness of the school with the specific goal of increasing earned revenue and expanding the pool of diverse talent. The Director of Marketing and Communications oversight of the TBT brand will include the development and alignment of key messages, visual identity, and communication channels that strengthen the institution's brand. The Director of Marketing and Communications will be called upon to inventively drive public engagement, finding

new methods of content development and delivery that will motivate and connect people to the relevance of ballet and TBT in their lives.

Internally, the Director of Marketing and Communications will actively engage with the Executive Director, Artistic Director, Board of Directors, and other senior staff in charting the direction of the organization's marketing and communications. The Director of Marketing and Communications will collaborate closely with the Director of Development on the cultivation and stewardship of funders, sponsors, and partners to support contributed revenue. This individual will interact regularly with all areas of the organization to advance the artistic program of TBT, notably the public, audiences, donors, media, sponsors, and partners. Externally, the Director of Marketing and Communications will interact with audience and community members, donors, partners, the media, and agencies to advance the brand and drive increased participation and revenue in all facets of TBT's mission. The Director of Marketing and Communications manages and directs marketing and ticketing staff—including recruitment, selection, and development—to achieve organizational goals and objectives. Attendance at most performances is required (includes weekends).

ROLES AND RESPONSIBILITIES

Team Leadership

- Partner closely with the Director of Development to drive data-driven insights into lifetime value; audience, donor, and student demographics and psychographics; and market opportunities to maximize TBT's reach in the community.
- Collaborate with the Community Engagement Manager and TBT School to support public and educational programs and maximize TBT's reach in the community.
- Foster an open and cohesive approach where dancers, faculty, board members, volunteers, and staff are valued throughout the entire organization.
- Empower and diversify the Marketing and Communications and Box Office teams to better represent the communities that TBT serves.
- Support team ingenuity and professional development with appropriate human resources, structures, systems, and technological platforms in alignment with current and future trends in the field.

Marketing; Earned Revenue Maximization and Audience Accessibility

- Develop a comprehensive, integrated, and strategic marketing and sales plan for all markets served in alignment with TBT's artistic vision that communicates the organization's brand and programs to a wide range of audience members, donors, students, partners, employees, and other stakeholders.
- Adopt and implement all marketing and sales paths that contribute to revenue generation, including advertising, sales promotion, influencer tactics, social media, outdoor, direct mail, digital marketing, telemarketing, and website management. Develop and implement short- and long-term strategic marketing plans aimed at maximizing ticket sales, long-term audience growth, and other earned and contributed revenue.
- Evaluate and set subscription, single ticket, dynamic, and promotional pricing strategies that maximize revenue while ensuring that TBT remains accessible to the widest possible audience.
- Benchmark and measure the success of a sales program that achieves or exceeds TBT's ambitious earned revenue goals and increases market share.
- Develop and engage new audiences with a strong focus on patron loyalty; responsible for ensuring a positive patron experience at each TBT performance, event, and activity.

- Lead marketing strategies for TBT School and events. Partner with Director of Development on community engagement and audience-building initiatives and Administrative Director of Schools on community engagement and school enrollment initiatives.
- Responsible for all front of house duties leading up to and during a production; this includes nights and weekends for all productions.
- Manage, evaluate, and partner with external ad agency partners. Drive strategic conversations and ensure the agency's efforts to promote and align TBT's mission and values. Manage team members responsible for design, creation and execution of the graphics and marketing vision.
- Create and maintain strong media relationships to facilitate editorial piece pitches, advertising sponsorships, and consistent reviews of productions.

Public Relations and Communications

- Develop, implement, and measure the success of an annual comprehensive communications and PR plan to raise the profile of TBT through increased coverage in print, broadcast, and digital media. Create content to grow TBT loyalists comprised of subscribers, single ticket buyers, donors, and student families. Manage the TBT brand through effective storytelling to ensure that its vision and values are clearly articulated in all external and internal communications.
- Author and approve institutional messaging and statements that represent the company's stand on issues. In collaboration with senior staff, set annual goals intended to inspire and celebrate underrepresented communities. Advance inclusion, diversity, equity, and access initiatives to address systemic inequalities within ballet.
- Maintain and update the guidelines for press and social media engagement. Establish and maintain company-wide standards for written and graphic communications in print and electronic media. Provide key messages to other internal and external constituents as needed.
- Develop strong media relationships to facilitate editorial piece pitches, advertising sponsorships, and consistent reviews of productions.
- Lead all crisis communications efforts, provide final messaging, and determine post engagement strategy.

Box Office and Audience Engagement

- Ensure that the customer experience—online, on the phone, at the box office, and in the performance halls—is at the highest level and documented in standard operating procedures.
- Maximize and leverage digital and social media to communicate and extend TBT's commercial potential and support community conversations, input, and advocacy.
- Establish audience satisfaction benchmarks and a system for continuous feedback from audience members to support a service-oriented experience with TBT that spans all audience touchpoints.
- Ensure that TBT's vision and values around diversity, equity, and inclusion are incorporated in all marketing and communications.
- Modernize the audience experience to align with established entertainment expectations in all markets served.
- Provide leadership, appropriate partnership, and inventory/financial controls for the box office staff and venue sales teams with the venues where TBT self-presents and is presented.

Attributes Needed to Be Successful

Passion - For the art form and a deep understanding of, or willingness to learn about, the Texas performing arts and media landscape.

Leadership and Diplomacy – The ability to inspire, build trust, and create a sense of purpose and direction while tactfully managing challenging and sensitive issues. The ability to both lead and mentor, understanding and maximizing the team’s potential.

Business Acumen – Strategic thinking around developing a budget; how the budget translates to storytelling, creative budgeting, and management. Demonstrated knowledge on a variety of media platforms, both traditional and new, including print and online publications. Ability to analyze and problem solve to remove obstacles.

Professional Accountability and People Skills –The willingness to accept responsibility for actions and results, reevaluate, and develop long-term relationships with people across the organization and throughout the community. Strong influencer and communicator able to execute a vision and rally support within TBT and with community partners.

Customer Focus – The capacity to anticipate, meet, and frequently exceed customer and stakeholder needs (staff, board, artists, and consultants), wants, and expectations in a highly service-oriented environment.

Planning and Organizing - The acumen to use practical and efficient approaches in creating action plans that ensure work is effectively completed and desired outcomes are reached.

Represent TBT with integrity, credibility, and curiosity.

Qualifications for this Role

Minimum of 5 years of demonstrated success and related experience with increasing levels of responsibility in a performing arts organization of comparable size and scope, preferred. Bachelor’s degree with a focus in Business Administration, Journalism or Communications is preferred. One year of relevant experience may be substituted for each year of required education.

A proven history of achieving earned income goals through the successful execution of sales campaigns. A demonstrated ability to effectively manage a team, work in a fast-paced environment, meet multiple deadlines, organize time and priorities, and collaborate well as a member of the team is necessary. A proven record of success in developing strategic opportunities for promotional partnerships and collaborations with sponsors, media, and community organizations is required. Marketing skills in patron loyalty and retention, strategic branding, market research, direct marketing, and digital marketing, including web and social media, are required. Strong written communication and public presentation skills and a passion for dance are essential. Tessitura or related CRM experience is preferred.

Please submit resume and letter of interest to: humanresources@texasballet.org. Letter of interest should include why you are seeking this position and outcomes you’ve achieved with similar positions and institutions. Please submit resumes and cover letter by December 31, 2021.

Our Mission:

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