

Position Title: Director of Marketing and Communications

Reports To: Executive Director

Location: Fort Worth and Dallas, Texas

Travel: Travel across DFW, in attendance of events and performances

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 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 60-year history and boasts a repertoire that is creative, artistically expressive, and collaborative.

Texas Ballet Theater is an equal opportunity employer. We are committed to creating an inclusive and welcoming environment for all employees. Texas Ballet is committed to equality and social justice.

What We Have to Offer You

- Benefit package which includes health insurance, time off benefits, and a 403B plan (including a match within allowable limits).
- A respected and successful company.
- Being a part of the arts while investing in the Fort Worth and Dallas Communities.
- A leadership team dedicated to the arts, our community and to achieving the organizational mission.

Position Description

The Director of Marketing and Communications reports to the Executive Director and serves as a key strategic leader for the organization. This role oversees all marketing and communications efforts, ensuring they support organizational goals and strengthen TBT's brand and reputation. The Director develops and executes integrated campaigns that drive audience growth, enhance community engagement, and support approximately \$7 million in earned revenue, \$4 million in donated revenue, and \$2.6 million in school revenue. This position has three direct reports and works closely with senior leadership, collaborates across internal departments, and manages external partner relationships to maintain consistent messaging and advance TBT's mission across Dallas and Fort Worth.

Essential Duties and Responsibilities include, but are not limited to:

- **Strategic Planning:** Develop and execute integrated marketing and communications strategies that support organizational goals, enhance brand recognition, and drive engagement.

- **Brand Management:** Oversee brand positioning and messaging to ensure consistency across all channels, including print, digital, social media, and public relations, working closely with our agency partner and PR agency.
 - **Campaign Development:** Direct our agency partner and lead the creation, management, and evaluation of marketing campaigns, including advertising, email marketing, events, and content marketing.
 - **Media Relations:** With the assistance of our PR agency, build and maintain relationships with media contacts, manage press releases, and represent the organization in interviews and public forums.
 - **Digital Marketing:** Oversee digital marketing initiatives leveraging our agency partner to drive sales and loyalty including website management, SEO/SEM, social media, and analytics to optimize online presence and engagement.
 - **CRM & Loyalty:** Maximize revenue to existing patrons via email, SMS, and other CRM strategies.
 - **Ticket Sales:** Leveraging box office team members to grow subscriptions (season tickets), single and group ticket sales campaigns, promotions and telemarketing.
 - **Merchandise Sales:** Responsible for all front-of-house duties, including merchandise sales, during all performances; this includes nights and weekends for all productions.
 - **Event Coordination:** Coordinating all marketing activities including VIP Tours, development events, and other marketing responsibilities related to production.
 - Serves as the main liaison between the production venue and TBT Conveys critical information related to TBT needs and activities to the venue.
 - **Customer Experience:** Responsible for ensuring a positive patron experience at TBT performances.
 - **Budgeting:** Prepare and manage the marketing and communications budget, ensuring efficient allocation of resources and ROI on initiatives.
- Team Development:** Train, and manage a marketing and communications team, fostering professional growth and collaboration, managing the Marketing and Communications Specialist I and II and the Manager of Ticketing and patron Services,
- **Reporting and ROI:** Monitor and report on the effectiveness of marketing and communications activities, using data-driven insights to refine strategies.

The Ideal Candidate's Competencies

The ideal candidate brings strong strategic thinking and initiative, turning ideas into actionable plans and driving projects forward with minimal oversight. They lead with a hands-on, collaborative approach, remain open to creative solutions, and are deeply service minded with a clear commitment to Texas Ballet Theater's mission. This individual sets high standards, delivers consistent results, and fosters open communication and teamwork across the organization. They adapt well to shifting priorities, support the growth of their team, and manage projects with clear plans, milestones, and cross-functional coordination. With solid financial acumen, they use budgeting, forecasting, and data-driven decision making to ensure responsible resource allocation and alignment with organizational goals.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, Business Administration, or a related field or commensurate experience. Master's degree preferred.

- Minimum of 4 years of progressive experience in marketing and communications, with at least 3 years in a leadership capacity.
- Proven success in developing and implementing integrated marketing and communications strategies.
- The ability to shift seamlessly from high-level strategy to hands-on tactical execution.
- Strong understanding of digital marketing, social media, branding, and public relations.
- Excellent written, verbal, and interpersonal communication skills.
- Demonstrated ability to lead and develop teams.
- Experience managing budgets and working with cross-functional teams.
- Creative thinker with strong analytical and problem-solving skills.

Represent TBT with integrity, credibility, and curiosity.

Interested candidates should submit a resume, cover letter, and portfolio of relevant work. Only shortlisted candidates will be contacted for interviews.