



**DALLAS
THEATER
CENTER**

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Dallas, Texas 75201

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JOB TITLE: Marketing Manager
DEPARTMENT: Marketing
REPORTS TO: Director of Marketing, Sales, and Communications
PREPARED DATE: January 10, 2024
CLASSIFICATION: Salaried, Exempt
SALARY RANGE: \$55,000-\$60,000

MISSION STATEMENT: The Mission of Dallas Theater Center (DTC) is to engage, entertain and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, educational programs, and other initiatives that are of the highest quality and reach the broadest possible constituency.

EQUITY, DIVERSITY AND INCLUSION STATEMENT

ALL ARE WELCOME! At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond.

We stand up for **equity, diversity and inclusion** across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

*For complete statement, please see final page of this posting

SUMMARY:

The Marketing Manager is a key member of the Marketing Department. This position plays a key role in the overall earned revenue goals by developing and implementing advertising and promotional campaigns. The Marketing Manager is responsible for managing media placement, budget, content, and production for all print, digital, broadcast and out of home advertising and social media. This position reports to the Director of Marketing, Sales and Communications. This role will have a hybrid work schedule, with the option to work remotely Monday and Friday and required to work on-site Tuesday through Thursday.

KEY RELATIONSHIPS:

- Director of Marketing, Sales, & Communications
- Social Media & Content Manager
- Box Office Coordinator
- Senior Box Office Representatives
- Box Office Representatives
- Chief Advancement & Revenue Officer
- Director of Finance & Operations
- Director of Development
- Director of Public Works

KEY DUTIES & RESPONSIBILITIES:

- Manage media placement, budget, content and production for all print, digital, broadcast (radio/TV) and out of home advertising campaigns to support the DTC's ticket sales activities
- Secure media sponsorship agreements and oversee fulfillment
- Work with Social Media & Content Manager on video & photo asset planning and execution
- Work with freelance designers to produce design assets in support of marketing plans and sponsorship/trade agreements, including all print, digital and video assets
- Write compelling, on-message copy for print, radio and digital ads based on source content provided by internal/external copywriters
- Review and report on vendor analytics for digital display (Facebook and GDN), SEM (Google AdWords and paid search), TV and broadcast/streaming radio in order to maximize ROI, adjusting as needed to improve results
- Create promotional opportunities with media & community partners that enhance the DTC's visibility in the community and increase ticket sales
- Perform work in a manner that is consistent with DTC's mission, vision and values, including advancing DTC's commitment to equity, diversity and inclusion.
- Other duties as assigned

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments.

SKILLS, KNOWLEDGE REQUIREMENTS, AND ESSENTIAL ATTRIBUTES:

- Ability to handle several projects simultaneously, works with multiple teams and meet assigned deadlines
- Exceptional analytical, critical thinking, trouble shooting and problem-solving skills
- Exhibits appropriate sense of urgency and ability to work well with customers of all demeanors
- Demonstrated track record of working effectively within a collaborative and cohesive team based environment
- Outstanding organizational skills
- Capability to handle variety of time-critical situations and identify prioritization
- Self-starter with ability to work well independently and in groups
- Basic knowledge of the Tessitura system and Microsoft Office Suite
- An appreciator of theater and an advocate for its value for the community.

EDUCATION AND EXPERIENCE REQUIRED:

- Bachelor's degree in marketing, theater or related field, or equivalent relevant experience (minimum 3-5 years)
- Basic knowledge of Tessitura operations a plus

Dallas Theater Center is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized because of such a request.

HOW TO APPLY

- Please send résumé with references and a cover letter to: careers@dallastheatercenter.org with **Marketing Manager** in the subject line.

ABOUT DALLAS THEATER CENTER

One of the leading regional theaters in the country and the 2017 Regional Theatre Tony Award[®] Recipient, Dallas Theater Center (DTC) performs to an audience of more than 100,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its Mainstage season at the Dee and Charles Wylie Theatre, and at its original home, the Kalita Humphreys Theater. DTC is one of only two theaters in Texas that is a member of the League of Resident Theatres, the largest and most prestigious non-profit professional theater association in the country. DTC produces a six-play subscription series of classics, musicals and new plays and an annual production of *A Christmas Carol*; education programs, including the Award-winning Project Discovery and a significant partnership with Southern Methodist University's Meadows School of the Arts; and many community collaboration efforts with local organizations. In 2017, DTC's Department of Public Works launched a groundbreaking community engagement and participatory theater project designed to deliberately blur the line between professional artists and community members, culminating in an annual pageant featuring over 200 Dallas citizens performing a professional production. Throughout its history, DTC has produced many new works, including recent premieres of *penny candy* by Jonathan Norton; *Hood: The Robin Hood Musical Adventure* by Douglas Carter Beane and Lewis Flinn; *Bella: An American Tall Tale* by Kirsten Childs; *Clarkston* by Samuel D. Hunter; *The Fortress of Solitude* by Michael Friedman and Itamar Moses; *Giant* by Michael John LaChiusa and Sybille Pearson, and many more.

As a member of The League of Resident Theaters (LORT), DTC operates under the LORT agreement with Actors' Equity, the Stage Directors and Choreographers Society and United Scenic Artists.

ABOUT THE DALLAS COMMUNITY

Dallas is a richly diverse modern metropolis in north Texas and is a commercial and cultural hub of the region. Over the years it has become a melting pot of cultures, religions and lifestyles. This important convergence of uniqueness and differences is reflected throughout the sights and sounds of the city. Dallas' authentic arts, music, food, places of worship, historic landmarks and urban lifestyle all contribute to the city's makeup. Located in the northeast corner of downtown Dallas, the Dallas Arts District is the largest contiguous urban arts district in the nation, spanning 68 acres and 19 contiguous blocks. This iconic neighborhood has more buildings designed by Pritzker award-winning architects than any location in the world. Dallas Arts District unifies culture and commerce with integrated and exemplary artistic, residential, cultural, educational, recreational, religious and commercial life. Downtown's Sixth Floor Museum at Dealey Plaza commemorates the site of President John F. Kennedy's assassination in 1963. In the Arts District, the Dallas Museum of Art and the Crow Collection of Asian Art cover thousands of years of art. The sleek Nasher Sculpture Center showcases contemporary sculpture. The Perot Museum of Nature and Science sparks the imagination through a world of scientific wonders. Performing arts venues based in the Arts District include the AT&T Performing Arts Center, Moody Performance Hall, Meyerson Symphony Center, Winspear Opera House, Montgomery Arts Theater, and the Wylie Theater. These beautiful venues feature the work of such notable Dallas-based performing companies as the Dallas Opera, Dallas Symphony, Titas/Dance Unbound, Dallas Black Dance Theatre and the Dallas Theater Center as well as touring productions from across the nation. Dallas is home to six professional sports teams including the Dallas Cowboys, Dallas Mavericks, Dallas Stars, Dallas Wings and FC Dallas. It is also host to several major sporting events like the Mexico National Team, college football games, e-sports competitions and more. In addition, the State Fair of Texas which takes place for over three weeks each fall at Fair Park in Dallas is the longest running fair in the nation as well as one of the largest.

EQUITY, DIVERSITY, AND INCLUSION FULL STATEMENT

ALL ARE WELCOME!

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond. We stand-up for equity, diversity, and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

- **EQUITY** means recognizing that not everyone starts at the same place, addressing inequities in access and opportunity, and allowing for full and fair participation.
- **DIVERSITY** means acknowledging and respecting human qualities that are different from our own and outside the groups we are a part of or with which we are associated. These qualities include but are not limited to:

ethnicity, race, color, country of origin, sex, gender, gender identity or expression, age, sexual or relationship orientation, family structure, religion, beliefs, political affiliations, experiences and ability differences.

- **INCLUSION** means honoring and accepting the gifts, backgrounds, experiences, and wisdom that every individual brings with them, so that every stakeholder feels valued by Dallas Theater Center. Our stakeholders are staff, artists, board members, donors, audiences, and community members.

We will strive to create a culture of inclusion where individuals can thrive and succeed, are able to participate in and contribute to the progress and success of Dallas Theater Center while growing both professionally and personally.

We recognize and value individual differences, and we acknowledge structural and systemic racism and other access barriers that prevent full and fair participation of people outside the dominant culture and power dynamics. We acknowledge the complexities of becoming a fully inclusive and anti-racist organization, and we accept the challenge to build an organization where full and fair participation is the norm.

We commit to providing fair treatment, access, opportunity, and advancement and to creating space for culturally diverse voices to be heard and power to be shared. Together, we are even better.