



DALLAS THEATER CENTER

2400 Flora Street
Dallas, Texas 75201

phone: 214.526.8210 | fax: 214.521.7666
email: careers@dallastheatercenter.org www.dallastheatercenter.org

Director of Marketing, Sales and Communications

JOB TITLE: Director of Marketing, Sales and Communications
DEPARTMENT: Advancement
REPORTS TO: Chief Advancement and Revenue Officer
PREPARED DATE: December 11, 2024
CLASSIFICATION: Salaried, Exempt
PAY RANGE: \$85,000-\$95,000

MISSION STATEMENT

Dallas Theater Center invests in our community by producing plays with resident artists that reflect and illuminate our diverse experiences, spark collaboration and dialogue, and invite engagement in everything we do.

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

POSITION SUMMARY

Dallas Theater Center (DTC), a Tony Award-winning, non-profit professional theater in residence at the AT&T Performing Arts Center, seeks a results-oriented, dynamic and experienced Director of Marketing, Sales and Communications to join our advancement team. The position reports directly to the Chief Advancement and Revenue Officer. The Director of Marketing, Sales and Communications will be responsible for conceiving and implementing all marketing, sales and communications plans for the theater, including growing and sustaining audiences for productions and students for education & engagement programs, and supporting the cultivation of donors through marketing, sales and communications channels.

HOW TO APPLY

Please submit resume and cover letter via email to careers@dallastheatercenter.org with **Director of Marketing** in the subject line.

KEY RELATIONSHIPS

- Chief Advancement & Revenue Officer
- Marketing & Box Office Staff
- Director of Development
- Director of Public Works
- Tessitura Database Manager

- Executive Director
- Artistic Director
- Director of EDI and People Operations
- Director of Finance
- Director of Production
- Production Stage Manager
- Leadership Team
- Resident Artists & Guest Artists (actors, directors, playwrights, designers)
- Board of Trustees
- AT&T Performing Arts Center Box Office & Tessitura staff

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement an integrated, comprehensive sales program designed to achieve DTC's goals for ticket sales & Public Works programs.
- Build and oversee the execution of full-scale advertising and media plans in traditional and digital channels for all DTC productions, Public Works programs and donor cultivation efforts.
- Develop and execute audience/participant/stakeholder retention plans to promote Patron Loyalty
- Oversee the Marketing Department's annual budget, including monthly forecasting and cash flow projections
- In collaboration with the Chief Advancement & Revenue Officer, Executive Director & Director of Finance, develop expense budgets for marketing department and income budgets for ticket and educational program sales.
- Oversee and support the activities of the Box Office Manager and Front of House staff for each production
- Manage DTC's brand to build awareness and loyalty both internally and externally, including collaborating with DTC's Development Department and Department of Public Works and/or with the Dallas Arts District and various community partners.
- Manages board relations and communications relating to the Marketing Department, including serving as staff liaison for the board's Marketing/Customer Service Committee.
- Participate in season planning with the Artistic Department; education/community engagement planning with DTC's Department of Public Works; and planning donor cultivation strategies with the Development Department to expand DTC's stakeholders.
- Attend Board of Directors and Executive Committee meetings, when requested.
- Must be available on some nights and weekends, as needed
- 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.
- Attend Advancement Team, Administration Team, and Full Company meetings
- Additional duties as assigned by the Chief Advancement & Revenue Officer.

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

SKILLS AND KNOWLEDGE REQUIREMENTS

- Excellent collaborator with strong leadership skills to lead a team with candor and transparency, empower others to succeed, and ensure accountability
- Organizational ability and attention to detail
- Excellent time management skills, including managing a high volume of work and attending to numerous projects concurrently with a high degree of accuracy
- Self-motivated, with the ability to prioritize and balance multiple tasks simultaneously while understanding immediate needs

for accomplishing urgent matters

- Ability to maintain strict confidentiality
- Strong managerial skills, with a proven ability to successfully lead a team of staff members
- Ability to work under pressure and adapt to changing priorities
- Professional, courteous manner, high energy and an eager, positive attitude
- Strong commitment to advancing racial equity, diversity and inclusion
- An appreciator of theater and an advocate for its value for the community

EDUCATION AND EXPERIENCE REQUIRED

- Bachelor's Degree, with an emphasis on Marketing and Communications preferred, or 7+ years equivalent work experience required
- Master's Degree, with an emphasis on Marketing and Communications, preferred

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.

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 Wyly 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 professional production. Throughout its history, DTC has produced many new works, including recent premieres of *penny candy* by Jonathan Norton, *The Supreme Leader* by Don X. Nguyen; *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 Wyly 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!

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- **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.