



## Director of Marketing & Communications

### ABOUT A NOISE WITHIN

A Noise Within has been called “an oasis for those who love classic stories” by Los Angeles Times and is a leading regional producer based in Pasadena, Calif. ANW’s award-winning resident company is committed to representing the entire community at their state-of-the-art, 324-seat performance space. In addition to producing world-class performances of classic theatre, the organization runs robust education programs with the goal of inspiring diverse audiences of all ages, and a community-centered program – Noise Now – that expands our family by engaging with our neighboring communities and peer organizations.

ANW believes in working hard on our anti-racist practice across the whole organization. By interpreting our mission to fully engage audiences through community and artist-centered work in multiple creative disciplines, ANW is striving to be a theatre that better serves our entire community.

### GENERAL POSITION DESCRIPTION

A Noise Within (ANW) seeks a visionary Director of Marketing & Communications to oversee audience development efforts for the company. The Director of Marketing & Communications is a vital member of ANW’s Core Leadership Team and is responsible for crafting an effective brand for the company, engaging and growing audiences, and generating earned revenue from ticket sales. The successful candidate will be comfortable in a highly collaborative and data-driven environment. They will motivate and coach the marketing and audience services staff as we connect our audiences with 6 mainstage productions and numerous one-off events generating over \$1 million in ticket sales annually, with a subscription base of over 2,000 loyal patrons. As with all staff, the Director of Marketing & Communications will also have a role in implementing and contributing to ANW’s Strategic Plan and Anti-Racism Action Plan.

### RESPONSIBILITIES:

#### Organizational Branding

- Crafts and enforces ANW’s institutional brand voice that is present at all points of patron and community interaction with the organization.
- Develops key messaging, visuals, and content for each ANW project that that are leveraged through all communication platforms.

#### Earned Revenue – Ticket Sales

- Develops strategic campaign plans for subscription and single ticket sales. Oversees Marketing Manager to ensure effective campaign execution.
- Develops and enforces a data-driven approach to marketing decision-making: guides development of marketing and ticketing reports by the Marketing Manager and Patron Services Manager; oversees all audience research projects; utilizes learnings in campaign planning.
- Develops annual department budgets to support effective campaign plans, based on leveraging best return on spend. Negotiates ad buys with vendors to ensure best exposure for the budget.
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- Oversees Patron Services to ensure effective and efficient purchase path and box office processes, while maintaining excellent customer service and ANW’s brand voice.
- Ensures effective revenue management, by overseeing Patron Services Manager’s work on ticket pricing and inventory management. Works together with the Patron Services Manager to set single ticket and subscription prices for the year.



#### Media Relations & Publicity

- Develops and maintains relationships with key journalists in the market.
- Oversees development of press releases and ensures adherence to ANW's brand voice and the project's key messaging.
- Oversees the Content & Community Manager and any PR contractors in the coordination of press activities including, but not limited to, opening night ticketing, activity listings, event planning etc.

#### Community Engagement

- Develops equity, diversity, and inclusion standards for the department and marketing communications.
- Oversees the development of rich content that educates, informs, and engage new and loyal audiences in ANW's work.
- Provides direction for the work of the Content & Community manager, who manages social media and works with Noise Now and the Education department to ensure community inclusion and engagement.

#### QUALIFICATIONS:

- Minimum of 5 years of marketing experience, with a focus on branding and/or data-driven strategy.
- Minimum of 3 years of management experience, leading a team of 3 or more.
- Minimum of 2 years of experience at a cultural organization (performing arts, museum, or other visitor attraction).

#### SKILLS & ABILITIES:

- Ability to inspire people with diverse backgrounds to work effectively together toward shared objectives.
- Superior creative vision, and ability to give direction to teammates to manifest that vision.
- Strategically minded. Able to leverage data to craft excellent marketing plans.
- Excellent communicator with external and internal stakeholders at all levels of the organization.
- Facility with databases such as AudienceView (our system) or equivalent.
- Demonstrates a commitment to equity, diversity, and inclusion initiatives and values, and to an anti-racist work culture
- Enthusiasm to learn and grow in a fast-paced environment

#### COMPENSATION & STRUCTURE:

The position is full time, exempt with a salary of \$80,000-\$85,000 annually depending on experience.

- Reports to: Managing Director
- Direct Reports: Marketing Manager, Content & Community Manager, Patron Services Manager
- Key Collaborations: Core Leadership Team, Marketing & Audience Services Team
- ANW works on a hybrid structure with at least 3 days present and 2 days remote; evening and weekend work will be required.

#### BENEFITS:

- Company-paid HMO (employees may "buy up" to additional offered coverage)
- 11 paid holidays and one floating day
- Paid vacation and sick time
- Company-matched benefit savings plan

To apply, please send a cover letter and resume to [mbateman@anoisewithin.org](mailto:mbateman@anoisewithin.org). Please include "Director of Marketing & Communications–Candidate Last Name" in the subject line. Please, no follow up calls. We invite candidates to review our anti-racism efforts here: [www.anoisewithin.org/equity-diversity-inclusion-at-anw](http://www.anoisewithin.org/equity-diversity-inclusion-at-anw). Candidates of color and from diverse backgrounds strongly encouraged to apply.