

ABOUT A NOISE WITHIN (ANW)

A Noise Within Theatre is a leading regional producer based in Pasadena, CA. 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 Senior Director of Marketing to oversee audience development efforts for the company. The Senior Director of Marketing 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 fast-paced highly collaborative and data-driven environment. They will motivate and coach the marketing staff and contractors as we connect our audiences with 6 mainstage productions and numerous one-off events generating nearly \$2 million in ticket sales annually, with a strong subscription base of loyal patrons.

As with all staff, the Senior Director of Marketing will also have a role in implementing and contributing to ANW's Strategic 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 are leveraged through all communication platforms.

Earned Revenue – Ticket Sales

- Develops and executes strategic marketing plans and 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.

- Ensures effective revenue management, by collaborating with the 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.
- Manages direct mail marketing (postcard/brochure mailings) and manages all marketing contractors (social, press, graphic design, photography, videography, etc.).

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 PR and social media contractors.

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.

QUALIFICATIONS:

- Minimum of 4 years of senior level marketing experience, with a focus on branding and data-driven strategy. Must understand how to mine data for information that guides action.
- Minimum of 3 years of management experience, leading a team of 3 or more.
- Minimum of 3 years of experience at a cultural organization required (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 CRM databases such as Spektrix (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 \$85,000-\$100,000 annually depending on experience.

- Reports to: Managing Director
- Direct Reports: Marketing Manager and Marketing Contractors
- Key Collaborations: Core Leadership Team, Marketing & Audience Services Team
- Evening and weekend work will be required.

BENEFITS:

- Company-paid HMO (employees may “buy up” to additional offered PPO coverage)

- 11 paid holidays and one floating day
- Paid vacation and sick time
- Company-matched retirement savings plan

To apply, please send a cover letter and resume to Managing Director, Douglas Love-Ramos: dloveramos@anoisewithin.org. Please include “Senior Director of Marketing – 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. Candidates of color and from diverse backgrounds are strongly encouraged to apply.