



Director of Marketing

Reports to Managing Director

Now in its 39th Season, The Vineyard is a non-profit Off-Broadway theatre committed to creating an artistic home for daring and diverse artists, to nurturing their unique voices, and to engaging our audiences and community in dialogue by producing work that pushes the boundaries of what theatre can be and do. The Vineyard reaches over 20,000 audience members a year, and education programs serve over 700 NYC public high school students across all five boroughs. The Vineyard is the recipient of special Drama Desk, Obie and Lucille Lortel Awards for artistic excellence. Learn more about us at VineyardTheatre.org

The Marketing Director is a critical member of Vineyard Theatre's senior staff responsible for revenue generation of 30% of the organization's \$3M budget and has primary responsibility for developing a loyal, diverse, and passionate audience. Responsible for the marketing strategy and communications for both the organization's mission-focused brand and unique productions, the Marketing Director works closely with both the managing and artistic directors. The position mentors and manages a team of three including the Digital Marketing Manager, Audience Services Manager, and Marketing Fellow. Vineyard Theatre's 2021-2022 Season includes two productions on Broadway (*Is This A Room*, and *Dana H.*), two productions at its home in Union Square (*sandblasted* and *Sandra*), a special event (*Lessons in Survival, Part 2*), as well as digital programs and new work in development. The Marketing Director will lead their team in adapting creatively and strategically to support a changing environment for artists and audiences.

This season the Marketing Director will oversee the implementation of a refresh of the Vineyard Theatre brand and the development of a new Vineyard Theatre website in time for the organization's 40th Anniversary in 2022.

RESPONSIBILITIES

Strategy

- Develop and execute the overall strategy and budget for the marketing department, incorporating new information and shifting strategy in response to data analysis and current conditions
- Develop and implement loyalty programs designed to engage patrons from their first interaction to move them up a loyalty ladder in close partnership with the Development team
- Create written marketing plan for three mainstage productions and all digital programs and special events by outlining key messaging, target customer segments and media mix designed to reach target segments
- Serve as the point person for Strategic Branding Committee of the Board of Directors, and as lead contact on partnerships with branding refresh and website development consultants
- Communicate branding, marketing and communications strategy to the Board and any producing partners
- Maintain style guide for all written communications across media to accurately represent the brand and mission of The Vineyard.
- Oversee overall lobby and audience experience in partnership with Facilities Manager and Audience Services Manager

Management of Marketing Team

- Supervise Digital Marketing Manager, Audience Services Manager, and Marketing Fellow, ensuring a unified team
- Create a welcoming and anti-racist environment for marketing team members, box office and front of house staff and audiences
- Manage team to meet a timely execution of marketing plans and management of Marketing department calendar
- Create a genuine learning environment for Marketing Fellow
- Manage maintenance of patron/donor databases, ticketing, and website with the long term needs of the full organization in mind

Creation and Implementation

- Write copy for all marketing communications
- Implement media mix (paid advertising and direct mail and email)
- Develop and execute dynamic single ticket pricing strategy
- Track and analyze sales pacing data for current productions and maintain marketing reports to adjust marketing plan strategy in real time
- Approve all marketing expenses and track department spending and ensure its alignment with the current operating budget
- Develop and maintain relationships with area businesses and vendors for sponsorships, printing, advertising and other marketing needs
- Other duties as assigned

COMPETENCIES AND QUALIFICATIONS

- Bachelor or Masters degree in theatre, economics, English, marketing or a related field and/or 5-7 years of progressive responsibility and leadership roles within a marketing function
- Strong written and oral communication skills, including copy editing and writing experience with the outcome of engaging patrons effectively in a call to action
- Demonstrated experience setting brand or product strategy, with a preference for experience within a non-profit or mission focused setting where access and revenue generation are shared goals
- Demonstrated commitment to anti-racism
- Preference given to candidates with experience with Spektrix or other similar databases
- Strength in data-based decision making, with the ability to adapt and create new strategies given new information or audience feedback

Compensation: \$65,000-\$75,000 annual salary. This is a full time exempt position.

Full time benefits include health insurance (100% covered by Vineyard Theatre), vision and dental insurance (employee contributes), 10 days vacation, 11 staff holidays, life insurance, and commuter benefit packages. Current Vineyard staff policy includes working 3 out of 5 days in the office when not in production and 4 out of 5 days in the office during active producing periods, and remaining days from home.

Vineyard Theatre is an equal opportunity employer and encourages women, people of color, people with disabilities, transgender or gender non-conforming individuals to apply. All Vineyard Theatre staff members participate in weekly anti-racism work as individuals, and as a team in partnership with Peoplmovr.

Vineyard Theatre is a fully vaccinated workplace. Full vaccination is required of all employees with exemptions made for sincerely held religious beliefs and medical exemptions.

To apply: Send a cover letter, resume, a theatre-related writing sample, and contact info for three references to jobs@vineyardtheatre.org and write Director of Marketing in the subject line.