

## **Marketing & Public Relations Director**

Lyric Theatre of Oklahoma, The Official State Theatre of Oklahoma, has an immediate opening for an experienced **Marketing & Public Relations Director** to implement tactics and annual strategy for audience growth and external communications. This position is a vital member of the senior staff working closely with the Managing Director, and the Producing Artistic Director. The ideal candidate will be a highly motivated individual with 5 or more years of marketing/sales experience and a track record of creating successful marketing campaigns, preferably for the performing arts. They will have a proven ability to increase earned revenues through ticket sales, loyalty programs, and brand development strategies through time-tested and cutting-edge marketing principles and methods. This position is responsible for \$2.4 million in revenue and supervises two full-time staff members: The Marketing/Social Media Manager, and Box Office Manager.

Key competencies include outstanding written and oral communication, fierce attention to detail, a joy of managing many moving parts, strong organization, advanced computer, and design; copywriting, social media content fluency; and strong public relations abilities. Experience with Patron Manger, Tessitura, or similar CRMs a plus. This position is perfect for an energetic, detail-oriented marketing professional who is eager to be a part of a dynamic, fast-paced, and beloved Oklahoma City arts organization.

Founded in 1963, Lyric Theatre of Oklahoma is a 501c3 non-profit organization and the state's leading professional theatre company producing classic to contemporary musicals and plays created by artists from Oklahoma and around the nation. Shows are presented at two Oklahoma City venues – the historic, 279-seat Plaza Theatre and the grand, 2,477-seat Civic Center Music Hall. The theatre's annual budget is 5.4 million.

### **ESSENTIAL JOB FUNCTIONS:**

- Actively collaborate with the Managing Director and Artistic Director to ensure a clear and accurate interpretation of the organization's vision and brand.
- Direct the annual planning and implementation of all marketing, public relations, publications, and sales programs.
- Develop and execute strategies for single ticket and season subscription sale campaigns.
- Shape public perception of the theatre through direct mail, electronic, and print media.
- Manage the creation of television commercials and video trailers.
- Manage content and messaging for website and digital communications, including targeted email marketing, and social media.
- Direct the design of digital, print, direct mail, signage, and website.
- Guide all media relations, including writing and approving press releases, providing timely responses to media requests, and generating consistent local, regional, and national media interest.
- Collaborate with the theatre's Education Director to promote Lyric's education programs and classes.
- Collaborate with the Development and other departments to enhance the patron experience and patron loyalty.
- Cultivate opportunities for audience development and community connections that serve and engage underrepresented audiences.
- Monitor sales, forecast revenue, and provide analysis of season and single ticket sales throughout the season.
- Project annual budget, single ticket, and subscription sales.
- Recommend appropriate demand-based pricing adjustments resulting from sales analysis.
- Serve as staff liaison to the VP of Marketing and Marketing Committee of the Board
- Negotiate media and marketing contracts.
- Manage annual marketing expense budgets.
- Regularly conduct and analyze audience and market research to assess audience satisfaction, understand demographic and psychographic profiles, and hone tactics for increasing audience size and market footprint.

### **SKILLS, AND ABILITIES:**

- Ability to adapt to changing situations and implement creative problem-solving.
- Proven copywriting skills for multiple audiences
- Proficiency in Microsoft Office Word and Excel
- Experience with Patron Manager, Tessitura, or equivalent CRM software is desired.
- Proficiency in Photoshop and InDesign is a plus.
- Proven ability to manage and motivate a team.
- Ability to multitask on multiple projects and to adhere to strict deadlines.
- Strong communication and interpersonal skills
- Demonstrated ability to work collaboratively and independently and give and receive constructive feedback.
- Ability to lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.
- Proven ability to remain calm under pressure.

### **The ideal candidate will:**

- Have a passion for theater, the performing arts, arts education, and/or community engagement through the arts.
- Embrace the mission and artistic vision of Lyric Theatre of Oklahoma
- Be a creative, energetic, and collaborative team player.
- Have a desire to be part of the Oklahoma City community.
- Hold a valid driver's license.
- Be able to travel to one or more out-of-town conferences/conventions/trainings.

### **Minimum Requirements:**

- Bachelor's degree, or 5+ years of relevant experience.

### **Work Schedule, Compensation, and Application Procedure**

#### **Work Schedule:**

This position is full-time, exempt, and requires some off-peak hours for evening or weekend meetings and events. Lyric's summer season is particularly busy with three musical productions staged from June through July. The Marketing Director is expected to be at most performances to supervise lobby subscription sales.

#### **Compensation:**

Salary \$60,000. Lyric benefits package includes a matching 401K program, paid medical/dental insurance, sick leave, long-term disability insurance, complimentary tickets to Lyric productions, and paid PTO and major holidays off.

#### **Application Procedure:**

To apply, please submit the following electronically to: [jim@lyrictheatreokc.org](mailto:jim@lyrictheatreokc.org) or mail to: Managing Director, Lyric Theatre of Oklahoma, 1727 NW 16th, Oklahoma City, OK 73106. Include the following:

- Cover Letter
- Resumé
- Contact info for four professional references including name, title, email, phone, and relationship. We will not contact references without your knowledge.

**Application Deadline is April 22, 2024.**