

Job Description: Director of Marketing & Communications

Department: Marketing	Pay Classification: Annual
Reports To: Managing Director	FLSA Status: Full Time Exempt
Job Summary: The Director of Marketing serves as an integral member of Lyric's leadership team. This position strategically plans, monitors, and oversees earned revenue generation of subscription, group and single ticket sales, customer service, cooperative marketing, and other sales activities. They also guide public relations and communications.	
Minimum Required Education: <ul style="list-style-type: none"> • A bachelor degree in communications, marketing or related field. • Or, equivalent work experience. 	Minimum Required Experience: <ul style="list-style-type: none"> • Minimum three to five years experience marketing experience, preferably in the performing arts • Minimum two years management experience
Required Knowledge, Skills, and Abilities: <ul style="list-style-type: none"> • Ability to adapt to changing situations and creatively problem solve • Possess strong writing skills for multiple audiences • 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 • Ability to work evenings and weekends and possible extended hours as projects require • Demonstrated ability to work collaboratively and independently and give and receive constructive feedback • Proven ability to remain calm under pressure. • Experience with CRM systems, such as Paciolan or Tessitura, is a plus. • A passion for theater/the performing arts, arts education, and/or community engagement through the arts • Hold a valid drivers license • Be able to travel to one or more out-of-town conferences or trainings • Proficiency in Microsoft Office Word and Excel • Proficiency in Photoshop and InDesign is a plus 	Essential Job Functions: <ul style="list-style-type: none"> • Collaborate regularly with the Managing Director and Artistic Director to ensure a clear and accurate interpretation of the organization's vision and direction • Develop and execute strategies for single ticket, groups, and season subscription sales • Supervise the planning and implementation of all marketing, public relations, publications, and sales programs • Strategize and direct the social media and digital presence of the theatre including the Lyric Theatre website • Shape public perception of the theatre through execution of branding in print communications, publications, electronic media, media relations, public events, and physical spaces • Direct the design of digital, print, direct mail, signage, and other collateral materials • Write press releases, sales copy, TV/Radio scripts • Oversee TV and Radio partnerships. • Manage annual marketing expense budgets • Lead team of staff and consultants to achieve annual goals • Collaborate with other internal departments to improve the patrons' experience at the theatre • Collaborate closely with the Development/Fundraising team to engage a broader demographic • Serve as staff liaison to the Board of Director's VP of Marketing and Marketing Committee • Negotiate contracts to ensure the most effective placement of advertising • Create annual sales projections and marketing expense budget • Conduct and analyze marketing research to inform strategy • Manage and motivate the marketing team consisting of box office, group sales, information systems, and Marketing Manager.

	<p>Physical Requirements: Must be able to lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Sitting and standing for periods longer than an hour may be required. Spending time on the phone in an environment of moderate noise levels is required. Repetitive movement of hands and fingers - typing and/or writing. Frequent standing, and/or sitting. Occasional walking, stooping, kneeling or crouching. Reach with hands and arms. Visually identify, observe and assess. Ability to communicate effectively with patrons, donors, and colleagues. Regular physical attendance required. Some local driving required. The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations (in accordance with ADA requirements) may be made, upon request, to enable individuals with disabilities to perform essential functions.</p>