



## JOB DESCRIPTION | VICE PRESIDENT OF MARKETING

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**REPORTS TO:** President/CEO

**FLSA:** Full-Time, Exempt

**PAY:** \$125,000 - \$150,000

**LOCATION:** On-Site 100% Palm Desert, CA

### JOB SUMMARY

The McCallum Theatre is seeking a talented and highly motivated Vice President of Marketing to join our team. The Vice President of Marketing will play a pivotal role in shaping and executing comprehensive marketing strategies to promote our diverse range of performing arts events, educational programs, and community initiatives. Your focus will encompass full-cycle development, from creative advertising to fostering growth through innovative approaches, securing media partnerships, and engaging donors and patrons. Experience in the non-profit sector is highly desirable, and knowledge of donor promotions and relations is a significant advantage.

### ESSENTIAL RESPONSIBILITIES

#### *Strategic Marketing Development*

- Develop and implement creative advertising, public relations, social media, email and digital campaigns, social media, and community engagement initiatives to drive event attendance, maximize revenue, and enhance brand recognition.
- Create and implement strategies to enhance the overall audience experience, leveraging marketing efforts to drive audience engagement and increase ticket sales. Develop programs to engage diverse audience segments and demographics.
- Develop and implement social media ad campaigns utilizing Artist content to drive ticket sales, increase brand awareness and engage with new and existing audiences.
- Lead and manage the in-house marketing team, fostering a collaborative and innovative environment while guiding team members towards consistent branding and messaging across omni-channel marketing to achieve goals.
- Collaborate with Digital Marketing Manager to design strategic campaigns to maximize the impact of Google Grants in promoting events, programs and adapt strategies accordingly to maintain eligibility and maximize funding.
- Utilize software such as Prospect 2, Adobe Acrobat, Smartsheets, Excel or similar software programs to create and manage marketing projects efficiently.
- Maintain and update McCallum Theatre's website to ensure it reflects current events, programs, and information.
- Foster a collaborative and inclusive work environment that empowers team members to maximize their full potential.

#### *Partnership Cultivation*

- Secure media partnerships and collaborate with influencers and stakeholders to amplify the theatre's presence within the community and broader audience segments.
- Craft compelling press releases, coordinate impactful announcements by prominent valley influencers, execute targeted email marketing campaigns, and harness the power of social media to engage and captivate audiences effectively.
- Devise strategies to engage current and future donors and patrons, building lasting relationships and enhancing their connection with McCallum Theatre's commitment to community involvement and social responsibility.
- Leverage experience with non-profit and community organizations to enhance donor relations and support fundraising initiatives.

## Measurement Management

- Leverage advanced data analytics and reporting tools to meticulously assess marketing campaign performance, making data-driven adjustments to improve visibility and reach. Track ROI and utilize insights to develop data-informed, highly effective marketing strategies.
- Manage annual marketing plans, event calendars, and multiple budgets to drive sales, traffic growth, and increase Net Operating Income.

## MINIMUM REQUIREMENTS

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- 5+ years of marketing experience, preferably within the performing arts or non-profit arena, with demonstrable success in developing and executing innovative marketing strategies.
- Proficiency in social media platforms, Google Analytics, SEO best practices, and scheduling tools.
- Strong leadership and team management skills with experience in leading and motivating high-performing teams.
- Expertise in utilizing advanced data analytics tools to drive marketing decisions and maximize ROI.
- Exceptional communication, negotiation, and networking abilities, with a keen understanding of audience engagement principles.
- Passion for the arts and a commitment to McCallum Theatre's mission.
- Strong organizational and project management skills.
- Excellent communication and collaboration skills to collaborate effectively with diverse stakeholders.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Flexibility to work extended hours on weekends when required.

## Preferred Qualifications

Relevant training certifications in Marketing, Social Media, Digital and Email Marketing.

## Work Authorization/Security Clearance:

Proof of eligibility to work in the United States.

Criminal, Civil background check will be performed.

An equal opportunity employer/Drug Free Workplace

## PHYSICAL REQUIREMENTS

### Work Environment

This job operates in a professional, non-profit performing arts theatre. This role operates within the theatre as well as the exterior grounds of the facility.

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess strength, stamina, and mobility to perform light to medium physical work; vision to read printed materials and a computer screen and hearing and speech to communicate in person and over the telephone or radio. Finger dexterity is needed to access, enter, and retrieve data using a computer, keyboard, tools and equipment. Incumbents in this classification sit, bend, stoop and reach. Ability to lift 10 pounds is necessary for moving materials when necessary. Candidates must possess the ability to lift, carry, push, and pull materials with assistance and/or the use of proper equipment.

## AAP/EEO Statement

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

## ABOUT THE McCALLUM THEATRE

McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of our community through a diverse program of world-class entertainment, education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing the cultural experience for our patrons and supporting our local community. To learn more visit [www.mccallumtheatre.org](http://www.mccallumtheatre.org).

