



Director of Marketing

Theatre Communications Group (TCG), the national organization for theatre, seeks a dynamic and entrepreneurial full-time Director of Marketing (DOM). The DOM is responsible for creating, implementing, and measuring the success of comprehensive marketing plans that advance TCG's mission to lead for a just and thriving theatre ecology.

Theatre Communications Group is committed to modeling, promoting, and advancing anti-racist and anti-oppressive values to fulfill its mission. Since its founding in 1961, TCG's constituency has grown from a handful of groundbreaking theatres to over 700 Member Theatres and affiliate organizations and nearly 8,000 individual members. TCG advances a better world for theatre and a better world because of theatre.

TCG offers its members networking and knowledge-building opportunities through research, communications, and events, including the annual TCG National Conference, one of the largest nationwide gatherings of theatre people; awards grants and scholarships to theatre companies and individual artists; advocates on the federal level; and through the Global Theater Initiative, TCG's partnership with the Laboratory for Global Performance and Politics, serves as the U.S. Center of the International Theatre Institute. TCG is North America's largest independent publisher of dramatic literature, with 18 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning [American Theatre](#) magazine and ARTSEARCH®, the essential source for a career in the arts. In all its endeavors, TCG seeks to increase the organizational effectiveness of its Member Theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a larger public understanding of, and appreciation for, the theatre. For more info, visit: www.tcg.org.

About the Department

The Marketing Department is responsible for marketing of all TCG's programs and services, including its knowledge database and learnings as well as upcoming events. The Department is responsible for creating effective marketing and outreach plans to increase the valuation and awareness of TCG products, including ARTSEARCH®, TCG Books, and *American Theatre* magazine, thereby impacting revenue growth in these areas.

The Director reports to the Chief Operating Officer (COO) and works closely with the Chief Executive Officer (CEO). The Director serves alongside other senior leaders of the organization to advance TCG's new strategic plan. The Department full-time members include the Director and Design Manager. Throughout the year, the Department engages part-time assistance, as needed. The Director and the COO will work to determine the best structure for the Department that will help advance its goals in a realistic and efficient manner.

What You Need for this Role

The Director should have a commitment to TCG's mission, core values, and its ED&I work within the workplace and in the field. They should possess a positive, entrepreneurial attitude and be able to successfully lead and work with a diverse staff, Board, and theatre field. Outstanding interpersonal verbal and communication skills and exemplary work practices are essential, as

are a strong attention to detail and dependability. The successful candidate will have a commitment to learning and growth for oneself and others and an ability to work constructively through conflict in a diplomatic way and facilitate discussion to problem solve with resilience.

The Director of Marketing will be working with other TCG staff including the Director of Communications, Director of Membership, Director of Conference and Field-Wide Learning, and Publisher to advance TCG's products and services through creative marketing solutions. We are seeking someone with significant experience in these areas who brings a "can-do" enthusiastic disposition to the job, and who can inspire others to do their best work. In addition, we are seeking someone who has:

- Strong commitment to anti-racism and inclusivity.
- A minimum of 5 years of managerial experience developing and implementing marketing plans.
- Demonstrated skills, knowledge, and experience in the design and execution of marketing plans, as well as organizational branding.
- Demonstrated successful experience copywriting/editing marketing collateral and pitching marketing presentations.
- Experience developing and managing budgets; and hiring, training, mentoring, supervising, and appraising personnel.
- Experience overseeing the design and production of print and digital materials.
- Strong communications skills and a collaborative working style.
- Ability to manage multiple projects at a time.
- Knowledge of and interest in theatre sector a plus.

What You Will be Doing

- Develop and execute branding strategies and design standards, and ensure they are integrated throughout TCG's work.
- Oversee the creation of all marketing collateral including membership brochures, fundraising appeals, event invitations, flyers, impact reports, sponsorship decks, and email marketing templates, among others.
- Coordinate and execute the marketing aspects of TCG's annual calendar of events and other happenings.
- Support revenue generation through marketing strategies that grow engagement with TCG's publications (TCG BOOKS, ARTSEARCH®, and AMERICAN THEATRE magazine), individual memberships, and other services.
- Create and execute individual membership acquisition campaigns to grow membership levels annually.
- Create and supervise the email marketing, social media, and website strategy and execution.
- Create and direct videos that will highlight TCG's work.
- Develop short- and long-term plans and budgets for the marketing program and its activities, monitor progress, assure adherence, and evaluate performance.



- Assisting with other tasks as necessary to ensure smooth working of the marketing department.

Benefits, Compensation, and Other Information

This position will pay a salary between \$80-\$90K. TCG also covers 100% of your health insurance premiums. Additional benefits include four weeks of vacation, four personal days, paid sick-time, and other company time-off and holidays. Other benefits include a collegial environment that encourages a healthy work-life balance, personal and professional development opportunities through Grow@TCG, free TCG books, and events for staff designed by TCG's "fun committee" to foster a warm, inviting, and friendly office culture.

Staff members also participate in mandatory year-round ED&I, accessibility, and anti-racism trainings. As well as participating on various internal workgroups: TCG's ED&I Workgroup, BIPOC @ TCG affinity space, and Anti-Racist Learning and Action Affinity Space for White TCG Staff.

TCG is currently working remotely, and while there's isn't a confirmed date to return to in-person schedules and operations, if relocating to TCG's offices in New York City is required for this position, TCG will cover up to \$1,000 of relocation costs.

How to Apply

Please include "**Director of Marketing**" in the subject line and email resume and cover letter in a single attached file to job@tcg.org. All materials must be sent via email. We will respond only to those resumes in which we have interest. Note: you will be asked to provide 2-3 short writing samples if in the final round of interviews.

Application Deadline

All application materials must be received by 7 am PST on Monday, August 23, 2021, or until the position is filled. Resumes will be reviewed as they are received, and applicants are encouraged to submit their materials as soon as they're able to.

TCG is an Equal Opportunity Employer and has a strong commitment to equity, diversity, and inclusion (ED&I) in our hiring process, as well as in all areas of our work. At TCG, we believe that diverse ideas, cultures, and traditions reflect the US's broad diversity and are vital assets that enrich the programs and services TCG provides for the theatre field. We respect the intersectionality of identities and are committed to EDI in our work and workplace. We strongly encourage candidates who identify as Black, Indigenous, and People of Color (BIPOC), LGBTQ+, gender non-conforming and non-binary, neuro-diverse, and people with disabilities to apply.