

## PHILADELPHIA THEATRE COMPANY

at the

*Suzanne Roberts Theatre*

**Philadelphia Theatre Company seeks a dedicated and passionate marketing professional for the role of Director of Marketing to support the next chapter of the organization's expansion and impact.**

### **Who is Philadelphia Theatre Company?**

Philadelphia Theatre Company (PTC) is a leading regional theatre company that produces, develops, and presents entertaining and imaginative contemporary theatre focused on the American experience. PTC balances its Philadelphia roots with a national point of view that combines a taste for adventure with a dedication to new American plays and musicals. PTC is a LORT D theatre with a budget of approximately \$3.5M, currently in its 47th season. The organization is concluding four seasons that reflect an organizational realignment, following leadership changes at the management and board level.

PTC has recently embraced the call for radical change within the American theater industry. The organization strives to be not only a hub for the exploration and questioning of the American experience, but a sanctuary of theatrical wonder and where artistic discovery can thrive. Taking action on our commitments to diversity, equity, inclusion, and access will be one of the cornerstones of our theater to lead us into the future and promise of the live, American drama. We seek applicants who are determined to advance our mission and values, work in a collaborative environment with varying viewpoints and perspectives for the betterment of the Philadelphia community, and further the human experience through dialogue.

### **Who is in Leadership?**

**Paige Price (she/her/hers)** begins her fourth season as Producing Artistic Director at Philadelphia Theatre Company. After years spent as a Broadway performer, she began producing events, television shows and theatre in the U.S. and abroad. From 2007-2017, she was the Executive Artistic Director at Theatre Aspen in Colorado, where she created a new work festival as well as a professional apprentice program for aspiring students in the field. Price was the 1st Vice President of Actors' Equity Association, the national union for actors and stage managers, from 2006-2017 and was first elected to its board in 2000. She is a founding member of the Board of Directors of the Theatre Subdistrict Council, a member of The League of Professional Theatre Women and Vice-President of NAMT, the National Alliance for Musical Theatre, as well as a former Tony Award Nominator and Voter. As a performer, she starred in the original cast of Broadway's Saturday Night Fever, as well as the original cast of Disney's Beauty and the Beast and Smokey Joe's Café. Her professional career encompasses film (All The Right Moves, The News Kids), television, radio, web, Off Broadway, regional theatre, and national and international tours. In 2017, she stepped back onto the boards to star in Denver's Curious Theatre production of Sex With Strangers. Her directing credits include several

musical productions, concerts, a live television broadcast starring Kelli O'Hara and Matthew Morrison for the WOWOW network in Tokyo, Japan, a reading of *The Deplorables* at Primary Stages, *Next to Normal* at Fulton Theatre in Lancaster, PA and a recent reading of the new musical *Dear Shirley*. Representing Philadelphia Theatre Company, she was a producer for The Adam Mickiewicz Institute commission of the musical *Blacksmith* at Public Arts Theater in New York City. Pronouns: she/her/hers. Proud Member AEA, SDC.

**Emily Zeck (she/her/hers)** joined PTC as Managing Director in the fall of 2017. Her theatre management career began in New York producing Off-Off-Broadway, and subsequently led her to Colorado. During her tenure as Theatre Aspen's Managing Director, she worked with Artistic Director Paige Price to bring financial stability to the organization, begin and complete a capital campaign, and construct a new venue. She has held positions at the Denver Center for the Performing Arts, a Broadway general management company, and New York Stage and Film, where she deepened her passion for supporting artists and facilitating new work. She is currently serving as Treasurer of Theatre Philadelphia, the marketing organization for theatre in Philadelphia. Emily holds an MA and an MBA from Southern Methodist University.

## **Who are we looking for?**

The ideal Director of Marketing (DOM) will be a visionary leader and creative storyteller excited by the chance to shape Philadelphia Theatre Company's message and enhance its visibility and reputation. They will conceive and implement strategic marketing, advertising, and communication schema on behalf of PTC and in service of its mission. Reporting to the Producing Artistic Director and Managing Director, the DOM will manage and execute the presentation and promotion of the organization's mission, artistic vision, and image, both internally and in the community, with the aim of achieving all subscription, single ticket, and audience engagement goals. This person will be a creative and out of the box thinker and bring with them knowledge and ability to embrace the industry's shift to reimagine how audiences are welcomed in our spaces and we speak about theatre. PTC seeks a candidate pool from a variety of backgrounds and experience to encourage new perspectives and practices within the organization.

## **Areas of Accountability**

- Strategic Leadership
  - Leverage PTC's available resources to position the organization and its activities in the competitive marketplace while supporting its day-to-day marketing operations.
  - Illuminate and specify company identity and build brand loyalty.
  - Fulfill duties as a member of the senior leadership team.
  - Collaborates with the Director of Development to ensure alignment in messaging and the use of data within Tessitura.
  - Engenders a positive and productive team environment.
- Marketing and Advertising
  - Plan and manage the timely execution of approved marketing efforts, including annual subscription and single ticket sale campaigns and events, and audience outreach efforts through direct mail, telemarketing, digital, electronic, and front of house communications.
  - Increase and diversify PTC's subscription base and single ticket buyer list over time.
  - Using data-based analytics, evaluate and analyze the effectiveness of various strategic

- marketing initiatives executed on behalf of PTC and provide associated reporting.
- Direct market research to assess customer perceptions and opinions about PTC (both internal and external).
- Oversee production and dissemination of all institutional marketing materials.
- Communications and PR
  - Leverage all communications media, including social media, website, and more, to heighten local and national awareness of PTC's mission, vision, and offerings
  - Engender and maintain ongoing relationships with local and national press and media contacts alongside our current PR company: Aversa PR and Events, LLC.
- Operations
  - In consultation with the Managing Director, develop and manage the departmental budget and associated earned revenue goals.
  - Supervise the daily activities of PTC's Marketing Assistant.
  - Manage Tessitura (ticketing database).
  - Liaise with external designers, vendors, consultants, and any other independent contractors as needed.
  - Provide proofreading, copy and line editing, and other support as needed.

## Essential Skills

The Director of Marketing must have:

- Demonstrated and significant experience in creating, implementing, and evaluating successful marketing campaigns for a nonprofit institution, preferably with an institutional budget of at least \$3M.
- Prioritized the values of equity, diversity, and inclusion as well as anti-racism in their professional work and development.
- Experience in the cultural community (preferred, but not required). A deep appreciation for theatre is imperative, as is the ability to convey that appreciation in an engaging and conversational manner.
- Experience acting as the face of the organization: they must be as comfortable interacting with internal constituents, as they are with the external.
- Demonstrated their effectiveness as a motivator and advisor to staff and volunteers and appreciation for teamwork and building relationships across departments and in the community in support of the overall mission.
- The ability to develop, understand, and meet earned revenue budgets and departmental expense budgets.
- The ability to analyze trends and make practical projections.
- Experience with customer relationship management systems, preferably Tessitura, and an interest in other current and emerging technologies related to marketing, advertising, or communications.
- Excellent oral and written communications skills
- The willingness and ability to attend evening and weekend performances, as well as to attend meetings and events offsite and outside the regular workday.

## How much are we paying and what are the perks?

Salary: \$75K-80K

Benefits Package: PTC also offers medical and dental insurance to its full-time employees currently covered at 100%.

### **Living in the Greater Philadelphia area:**

Philadelphia is a culturally rich city with much historical significance located in the heart of Leni-Lenape territory, in the southeastern portion of the Mid-Atlantic state of Pennsylvania. Boasting a population of about 1.5M, Philadelphia is a culturally diverse, artistic, educational, and economic hub.

One of the oldest colonial cities in the US and once a temporary seat of the nation's capital, Philadelphia is the home to many U.S. firsts, including the first library (1731), hospital (1751), medical school (1765), stock exchange (1790), and business school (1881). A World Heritage City, Philadelphia contains 67 National Historic Landmarks, the third most of any city in the country.

Philadelphia Theatre Company is located on The Avenue of the Arts, a section of Broad Street that leads directly to City Hall, in the very walkable downtown area known as Center City. The Avenue of Arts features many of the city's larger theater and dance venues with many experimental, identity specific, and avant-garde theater, dance, and art companies mere blocks away.

Philly also boasts a vibrant live music scene with rock, rap, classical, jazz and pop venues located throughout the city that present and cultivate musical talent all year round. The home of the nation's largest public art program, Mural Arts Philadelphia, Philadelphia has more outdoor sculptures and murals than any other American city. Fairmount Park, when combined with the adjacent Wissahickon Valley Park in the same watershed, is one of the largest contiguous urban park areas in the United States. Culinary diverse, residents enjoy fine dining experiences in the city's varied BYOB, open air, food truck, and formal dining settings offering food both invented in Philadelphia, native to the US, and from around the world.

With easy access to I-95, living in the Philadelphia area also allows for easy access to neighboring states. Within a three to four-hour radius you can travel by car, bus or train to Connecticut, New York, New Jersey, Delaware, Maryland and Washington, DC. Flights leaving daily from Philadelphia International Airport bring millions of tourists each year to enjoy the cultural and historic offerings of the one the nation's oldest and beloved cities.

For more information, please check out - <https://www.visitphilly.com/>

### **How do I apply?**

Visit [aljpconsulting.com/apply-for-open-positions](http://aljpconsulting.com/apply-for-open-positions) to submit your application.

PTC is an equal opportunity employer, and we are especially interested in applicants who contribute to the diversity of our organization and who embrace our stated **core values: to be ambitious, joyful, and flexible, and act with integrity and care.** We aim to be an organization where a mix of talented people want to come, to stay, and create their best work.

PTC recruits, employs, trains, and compensates regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.



