



ARTS CLUB THEATRE COMPANY

Director of Marketing and Communication

THE ARTS CLUB THEATRE COMPANY is seeking a creative, and energetic individual to serve as its next Director of Marketing and Communication (DMC). Reporting to the Executive Director, Peter Cathie White, and working closely with Artistic Director, Ashlie Corcoran, the DMC will lead the engagement, identification, cultivation, and engagement of current and future audiences. The DMC will build patron loyalty that expands revenue outcomes to deliver on the company's strategic goals across all areas of the Arts Club. The DMC will be responsible for developing and implementing strategies that will increase subscription and single ticket sales, while also implement effective communication strategies to achieve the Company's desire to build their profile on the national stage through effective storytelling of their artistic, community outreach, education, and fundraising initiatives.

As an integral member of the Arts Club Theatre Company's Senior Leadership Team, the DMC will play an active role as a thought-partner in planning for the organization's overall earned revenue advancement. Supporting, assisting, and partnering with the Executive Director, Artistic Director, staff, board and volunteers, the DMC will build a thriving, creative and diverse culture serving the audience of the company. The DNC will conceptualize and implement plans to grow the Arts Club Theatre Company's earned revenue while leading and motivating a highly motivated marketing and communication team in devising successful sales strategies, implementing appropriate delivery and support systems, and evaluating results.

This strategic leader develops and executes the annual marketing plan which is designed to acquire, strengthen, and retain the Company's patron base and to grow audience loyalty. This position also directs the Arts Club's data-driven advertising and sales campaigns to achieve revenue goals for each season's target and oversees and utilizes market research to adjust marketing and sales strategies to respond to market and competitive conditions. The DNC works with all the department's team members to inspire innovation and achieve success.

An excellent communicator, the DMC will provide exceptional storytelling leadership and direction to create a high-quality, distinctive and mission focused communications narrative that will resonate with both local and global audiences, building the Arts Club's public profile while increasing brand recognition and attracting new and diverse audiences.

This is an exciting and unique opportunity for a marketing and communication professional who can bring together their vision, experience, and passion for theatre in Vancouver. The ideal candidate will want to invest themselves in the success and growth of the Arts Club Theatre Company and will find personal fulfillment in being part of the future of Western Canada's largest theatre company.

The Organization

The Arts Club Theatre Company leads in developing and producing live theatre in BC. The company aims to inspire artists and audiences through diverse cultural experiences that are engaging, thought-provoking, and artistically innovative. The Arts Club Theatre Company has a history—and a future—of never being content with the status quo and always striving forward.

The Arts Club operates under the dual leadership model, with the Artistic Director (Ashlie Corcoran) and Executive Director (Peter Cathie White) reporting equally to the Board. The Artistic and Executive Directors have high-level oversight over the multitude of performances, engagement activities, and patron

stewardship efforts the Arts Club Theatre Company engages in throughout each season. Their multidisciplinary artists and staff work closely to achieve shared goals. In the 2018/19 season, over 650 employees—including 397 artists, directors, designers, stage managers, and 176 production staff—worked on 18 productions and offered many engagement programs.

The Arts Club Theatre Company envisions a community that, through storytelling, is inspired to reflect on who we are and who we can be. The Arts Club's values are deeply rooted in our sense of place. We believe that cultivating and engaging local artists to tell stories enlivened by our shared experiences strengthen us and our community. Along with an eclectic mix of impactful theatre centered on the highest standards of theatre professionalism, an eye to innovation, and a belief in challenging the status quo, our entrepreneurial spirit leads us into the future. The Arts Club leads in developing and producing live theatre in B.C., operating and programming in three venues: the 600-seat Stanley Industrial Alliance Stage, the 450-seat Granville Island Stage, and the 250-seat Newmont Stage

THE ARTS CLUB THEATRE COMPANY VALUES:

Determination: We have the drive to continue to move forward, with a respectful nod to our tenacious past and a fearless embrace of our future. It is through this forward momentum that we ensure we are the artistic leaders of our community.

Curiosity: We have a strong desire to know more; about ourselves, our art, and our patrons. This spirit is reflected in our willingness to make room for diversity of thought. This exploration of different viewpoints and ideas is reflected in our engagement with each other, with our art, our peers, and our community.

Creativity: We use our imaginations to explore our artistic practice and champion innovation in all the work that we do. We believe in the depth of our local talent and use our resources to showcase it.

Comradery: We interact with each other with good-fellowship and levity. Our spirit of generosity and warmth is seen in our empathy towards each other, our artists, our patrons, and our community. This allows us to embrace differences and makes us stronger.

Safety: The health and well-being of each other and our community informs our work and creates a safe, inviting, and inclusive space for all who enter and interact with us. We commit to constantly review our practices to ensure they are anti-racist and non-discriminatory.

The Community

Vancouver is consistently rated as one of the top cities in the world to live. The combination of a mild climate, diverse population, thriving arts community, economic opportunity, and beautiful, natural environment, draws people from around the world.



Director of Marketing and Communication Responsibilities

Reporting to the Arts Club Theatre Company's Executive Director, the Director of Marketing and Communication will:

Leadership and Accountability

- Understand and clearly articulate the Arts Club's programs, history, culture, values, strategic plan, and season to ensure the continuing relevance and growth of earned revenue.
- Regularly report on earned revenue goals and progress to the Executive Director and Board of Directors.
- Demonstrate respectful, effective, and appropriate communication to achieve organizational buy-in for a variety of earned revenue initiatives.
- Through effective communication strategies, develop, cultivate, and enhance the Arts Club Theatre Company's relationships in the community.
- Speak and present in a clear and credible manner, listen for diverse perspectives, and set mutually beneficial expectations with a variety of stakeholders.
- Remain current on and adapt to the cultural, economic, and political developments that affect earned revenue goals and strategies in the non-profit sector.
- Model behaviours that create trust, build confidence, and encourage others to follow suggested paths or approaches.

Marketing and Communication Planning and Implementation

- Develop partnerships with all the Arts Club's departments to support marketing and communication projects, and initiatives.
- Create customized subscription, group, and single ticket campaigns to support all sales activities.
- Design, implement, and manage a strategic marketing plan designed to significantly increase earned revenue.
- Develop and execute targeted cultivation plans and solicitation strategies for a range of prospects.
- Ensure that the marketing and communication area adheres to long-term strategic and operational plan goals, coordinating and presenting regular progress reports to the Executive Director.
- Use the organization's formal and informal social and technical structures to build relationships, negotiate solutions, and accomplish goals.
- Guide and mentor, the marketing and communication team's successful achievement of earned revenue goals, with an emphasis on identifying, cultivating, and securing new earned revenues sources.
- Lead the development, implementation, and management of company-wide short and long-term communication and story-telling strategies, plans and narratives, both internally and externally, to maximize media coverage and public awareness of key initiatives.
- Monitor, evaluate and adjust plans to optimize performance.
- Direct the planning and execution of strategies that increase national and international awareness of the Arts Club, its senior leaders, and Board.
- Lead the team to determine key audiences and influencers and evaluates and revises activities to accomplish goals.

Administration and Oversight

- Oversee the marketing and communication department and staff by setting clear expectations, motivating the team, and assisting with their professional development.
- Influence and inspire others to act in an energetic, committed fashion in pursuit of a positive organizational culture.
- Prepare and monitor revenue and expense budgets; provide accurate reporting, analysis, and integration of data; and oversee the maintenance and integrity of audience and sales records.
- Guide a regular process of staff review and evaluation that ensures the highest ethical standards in all departmental activities.
- Lead and mentor the marketing and communication staff in utilizing available data to analyze and document earned revenue needs and opportunities.
- Ensure revenue goals are met, proactively identifying potential shortfalls, and strategizing creative options that lead to fulfillment.
- Prepare financial and statistical analysis of sales initiatives and use this information to improve earned revenue activities.
- Project anticipated revenue and expenses for programs under purview and review progress quarterly with the Executive Director.
- Assess current technology and refine marketing practices to ensure maximum efficiency and results.
- Embrace other administration and oversight roles and responsibilities as needed.

Traits and Characteristics

Proactive, dynamic, independent, self-motivated, detail and people-oriented, the Director of Marketing and Communication will have exceptional social and verbal communication skills and value frequent interaction and collaboration with others. The DMC will be an experienced and entrepreneurial professional with the vision to actively pursue the Arts Club's ambitious goals with creativity and determination and will have a high degree of personal accountability and a commitment to exceeding expectations. This individual will balance tasks and projects with a sense of urgency and possess superlative interpersonal and communication skills that articulate compelling verbal and written marketing information. A self-sufficient and self-managed professional with a highly organized approach, the DMC will have the ability to achieve organizational objectives with staff, board members, volunteers, and audiences. This individual will bring an affinity for the Arts Club Theatre Company's mission and vision and a passion to positively impact the organization's long-term success, complemented by highly developed skills and an efficient best practices approach.

Other key competencies of the role include:

- **Leadership and Interpersonal Skills** – Organizing and influencing people to believe in a vision while creating a sense of purpose and direction while having the ability to effectively communicate, build rapport and relating well to all kinds of people.
- **Creativity and Innovation** – Creating new approaches, programming, processes, technologies and/or systems to achieve the desired result.
- **Futuristic and Conceptual Thinking** – Imagining, envisioning, projecting and/or creating what has not yet been actualized and having the ability to analyze hypothetical situations and/or abstract concepts to formulate connections and new insights.
- **Goal Orientation and Problem Solving** – Setting, pursuing, and attaining goals, regardless of obstacles or circumstances with the ability to define, analyse and diagnose key components of a problem to formulate a solution.

- **Planning and Organization** – Establishing courses of action to ensure that work is completed effectively, while utilizing logical, systematic, and orderly procedures to meet objectives.
- **Flexibility and Decision Making** – Readily modifying, responding, and adapting to change with minimal resistance with the ability to analyze all aspects of a situation to make consistently sound and timely decisions.

Qualifications and Experience

A bachelor's degree in an industry related program is an asset. Qualified candidates will have at least 5 years of progressive experience at a leadership level with increasing responsibility in a marketing leadership role, preferably in the performing arts or marketing sectors. A strong track record in budgeting, analysis and forecasting skills, with a proven proficiency in implementing and evaluating sales and marketing campaigns. The ideal candidate will have extensive experience working in a sector where patron or customer loyalty is essential, and will have experience in data-driven marketing, advertising, media buying and social media within a sales environment. Direct experience and expertise in market research and audience development would be an asset. Candidates should have a strong command of MS Office and proficiency in Tessitura, or a similar CRM system would be beneficial. The candidate should be available to work evenings and weekends according to the schedule of relevant theatre-based events.

Compensation

A competitive compensation package including a salary of \$80,000 - \$90,000, per year which is commensurate with experience and supplemental health and wellness plans, effective after three months.

Application Instructions

The Arts Club Theatre Company's Director of Marketing and Communication Search is led by Martin Bragg of **Martin Bragg & Associates**. To apply in confidence please email your letter of interest and resume in Word or PDF format to Martin Bragg & Associates at artsclubsearch@mbassociates.ca. All qualified candidates are encouraged to apply and will receive an acknowledgement of their application. No phone calls please. The review of applications will begin immediately and will continue until the position is filled.

The Arts Club Theatre Company encourages applications from our diverse community. The Arts Club is fiercely dedicated to being an organization that continually respects, champions, and uplifts underrepresented voices in all jobs; and we strongly welcome and encourage those who self-identify as coming from underrepresented communities to submit. Access and inclusion are deeply important to the Arts Club Theatre Company and Martin Bragg & Associates. For those who have barriers to access to any part of our process as laid out, please do not hesitate to reach out to us and we will happily work with you to create a process that is accessible to you.

The Arts Club creates our work on the shared ancestral, traditional, and unceded territories of the Coast Salish peoples, in particular the Skwxwú7mesh (Squamish), səl'ilwətaʔ (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations. This awareness informs our work.

