

THE LAGUNA PLAYHOUSE – Director of Marketing, Communications, and Public Relations



Reports to: Managing Director

Position Status: Full time, Exempt

Salary: \$75,000 - \$85,000 annually

Benefits: Medical & Dental (Shared Expense); 401K; Paid Vacation & Sick Leave; Paid Holidays

Application: Cover letter must accompany resume submission

About Us: Laguna Playhouse, a nationally acclaimed, non-profit, LORT C professional theatre located steps away from the Pacific Ocean in the charming arts colony of Laguna Beach, CA seeks a full-time Director of Marketing, Communications, and Public Relations.

About the Position: The Director of Marketing, Communications, and Public Relations reports to the Managing Director and is responsible for all marketing, branding, communication, and public relations activities. The Director will develop and implement strategies to increase ticket sales and attendance for Laguna Playhouse's shows and events and deliver a positive brand experience that earns support for the mission. The director is a key member of the senior management team and collaborates closely with the Artistic Director, CFO/CTO, Director of Advancement, Director of Education, and General Manager.

About the Culture: The person most successful in this position will be a well-organized, detail-oriented individual dedicated to helping take the development function of a vibrant and growing non-profit theatre to the next level. The right candidate will thrive in this warm, welcoming, and creative atmosphere that embraces individuality and is artistically fulfilling, forward-thinking and dog friendly!

Qualifications: The ideal candidate will bring creativity and enthusiasm for helping Laguna Playhouse build and sustain relationships with donors and audience members, in addition to:

- Strong verbal, written, proofreading, and interpersonal skills.
- Self-motivated, detail oriented, work effectively both within a team and in self-directed situations.
- Creative and innovative thinking resulting in the achievement of goals.
- Must maintain positive personal relationships in a broad range of situations.
- Able to work under pressure; meet tight deadlines and funding goals; maintain a calm, professional work style.
- Competency with computers, Microsoft Office Suite, and social media is a must.
- Experience working with the Tessitura database strongly preferred.
- The ability to work flexible hours including weekends and evenings from the office.
- Ability to maintain confidentiality.
- Proactive problem-solving skills.
- Exceptional communication skills and meticulous attention to details.
- Ability to build credibility and relationships with donors and prospective donors.

Responsibilities:

- Plan, direct and implement a comprehensive, strategic, and results-oriented and cost-effective program that strengthens the Laguna Playhouse brand, retains and increases its strong customer base, and attracts new and diverse audiences. Lead campaigns for earned revenue via subscription sales, single ticket sales and educational offerings.
- Serve as brand manager for all communications.
- Expand community awareness of all Laguna Playhouse programs and activities.
- Develop strategies to increase the Playhouse's visibility and position in the field regionally, nationally, and internationally.

- Conduct market research as a tool for creating effective marketing strategies.
- Use audience development strategies to strengthen and cultivate the relationship with existing subscribers and to explore and target potential markets.
- Manage development of all printed and digital marketing materials for Mainstage season and special event shows, Development initiatives, Education and Outreach programs, etc.
- Develop sales and marketing programs to meet ticket revenue and attendance goals throughout the season.
- In partnership with other members of the senior management team, oversee all aspects of forecasting, tracking and analysis of ticket sales.
- Create and monitor the Playhouse's the single ticket campaign for all plays and advertising for the theatre's touring and education programs.
- Coordinate with outsourced telemarketing and the Ticketing Services Senior Manager to create and manage the annual subscription campaign for seven play Mainstage season and special Design Your Own packages.
- Analyze series and single ticket sales patterns and determine appropriate actions. Evaluate effectiveness of all marketing strategies.
- Oversee the creation of content and updating of the Playhouse's website in coordination with the Ticketing Services Senior Manager.
- Oversee all Laguna Playhouse social media platforms.
- Plan, supervise, and coordinate the production, preparation, and distribution of all promotional tools, including season brochures, newsletters, e-mail blasts, print and broadcast media ads, posters/flyers, press releases, etc.
- Approve all advertising copy and concepts, work with graphics team to set concepts for print ads, brochures, and other publications.
- Coordinate schedules of all direct mail activities of the Playhouse
- Identify public relations opportunities beyond securing show specific reviews. Oversee the creation and implementation of all external communications.
- Hire, manage and maintain close working relationships with Playhouse key external suppliers in any marketing agencies, design agencies, press consultants, advertising agencies and consultants, mailing houses, printers, media consultants, photographers, and videographers.
- Solicit and negotiate promotional relationships with media, retail, arts organizations, vendors, and others.
- Liaise with any external producers on all elements of campaigns. Approve all show descriptions, writing them as needed.
- Work in partnership with the Development Department to help achieve set goals and programming.
- Work in partnership with the Education and Outreach Department to help strengthen and expand education and outreach programming reach.
- Develop and manage the marketing budget.

Physical Requirements:

- This position involves sitting, standing, twisting, turning, and lifting up to 25 lbs.

To apply for this position, please send a cover letter and resume to Human Resources under the heading:

Director of Marketing Position Application

Cover letter must accompany resume submission.

hr@lagunaplayhouse.com