

Position Opportunity
Director of Marketing, Communications, and Creative Media
Washington Performing Arts
Washington, DC

Washington Performing Arts, one of the nation's premier performing arts producers and presenters, welcomes applications and nominations for the position of Director of Marketing, Communications, and Creative Media. The Director will be a key part of a dynamic team and take a leadership role in achieving the vision, mission, and goals of Washington Performing Arts.

About Washington Performing Arts

<https://www.washingtonperformingarts.org/aboutus/index/>

For more than 50 years, Washington Performing Arts has been a leader in connecting artists and community through live performances and education programs in myriad venues throughout the greater D.C. metropolitan area. Washington Performing Arts strives to provide both artists and audiences with life-long opportunities to deepen their cultural knowledge, enrich their lives, and expand their understanding and compassion for the world through the universal language of the arts. Washington Performing Arts has guided the careers of emerging artists and maintained enduring ties with established artists, both introducing artists to local audiences and building long-term relationships with artists through return engagements and dynamic special projects.

Washington Performing Arts is one of the leading presenters in the nation's capital and many of Washington Performing Arts' programs achieve nation-wide impact. The organization offers performances and special productions of the highest quality, including classical music, jazz, gospel, contemporary dance, music representing diverse cultures and art forms, and programs that fuse genres in imaginative ways. Collaboration and partnership are central to the mission of Washington Performing Arts.

Washington Performing Arts' sustained residencies and educational programs establish artists as a continuing presence in the lives of young people and adults. Signature programs include the Capital Arts Partnership, Embassy Adoption Program, Mars Arts D.C., Enriching Experiences for Seniors, D.C. Keys, and the Feder String Competition. Partnerships with the DC Public Schools, embassies, diplomatic and cultural centers, and many other area institutions support the growing role of Washington Performing Arts as a collaborator and convener. In addition, the organization has a unique producing role with two resident gospel choirs, The Men and Women of the Gospel and Children of the Gospel.

Washington Performing Arts has been honored for its work at the intersection of arts presenting and education with the Mayor's Arts Awards for Outstanding Contribution to Arts Education (2015) and Excellence in Service to the Arts (2012) and was honored by President Barack Obama with a 2012 National Medal of Arts, becoming only the fourth D.C.-based arts group and the first arts presenter of its kind to be so recognized.

Washington Performing Arts is governed by a Board of Directors of up to 50 members, is financially and operationally sound, has an operating budget of \$7 to \$8 million (in a non-Covid year: the FY22 budget is \$6 million), and a staff of 25 to 30. Jenny Bilfield is President and CEO.

Organizational Diversity & Inclusion

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of their work and has expressed this commitment in the following way: In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of, and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder’s guiding ethos of “everybody in, nobody out.” To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts’ mission, because of our differences, not despite them.

The Position

The Director of Marketing, Communications, and Creative Media develops and leads the implementation of strategies that achieve Washington Performing Arts’ goals for audience development; earned revenue; public relations (in tandem with external consultants); patron loyalty and engagement; brand integrity and expansion; and messaging and expression of organizational mission, vision, and guiding principles in visual and narrative media.

The Director is responsible and accountable for achieving and exceeding Washington Performing Arts’ annual revenue goals for subscription and single ticket sales, currently \$890,000 (but up to \$2M as in pre-pandemic seasons). The Director designs and implements marketing plans and sales campaigns, and develops dynamic pricing strategies for a broad array of programs across multiple venues utilized by Washington Performing Arts throughout the Capital region. The Director develops and monitors marketing and promotional budgets and tracks performance against goals, and collects/analyzes patron data to inform marketing decisions, expand audiences, and maximize revenues.

The Director oversees and mobilizes “the patron journey,” developing strategies to grow patron loyalty, experience, retention, and acquisition across all aspects of the patron pathway with Washington Performing Arts, often in partnership with Advancement, from the earliest touchpoints with the Washington Performing Arts website through to direct interactions with members of the team.

The Director manages, promotes, protects, and expands Washington Performing Arts’ brand. The Director ensures that marketing materials and messaging reflect Washington Performing Arts’ mission, vision, guiding principles alongside the organization’s commitment to diversity, equity, and inclusion in all aspects of their work. This individual stewards brand identity for all presenting season performances, Mars Arts D.C. performances, and educational and gospel music program offerings. The Director ensures the consistency and effectiveness of messages delivered to Washington Performing Arts’ diverse stakeholders and the greater Washington community through print and digital marketing materials, messaging, and the organization’s website, as well as for all performance and educational video content viewed by external audiences and stakeholders.

The Director reports to the President and CEO and is a member of the senior Management Team that develops strategic operating plans and implements institution-wide projects. The Director manages a staff team of five and several external consulting partners including a graphic designer and PR firm. The Director works closely with the CEO and Chief Advancement Officer on patron-centric initiatives and designs marketing and communications strategies that enhance the customer experience in all

interactions with Washington Performing Arts. With the Chief Advancement Officer, the Director serves as co-liaison to the Board's Philanthropy and Patron Engagement Committee and supports the work of the Board in furtherance of Washington Performing Arts' goals for audience and community engagement.

Candidate Profile

The ideal candidate will be a skilled and seasoned professional who combines a passion for music and the performing arts with the proven ability to build audiences, achieve revenue goals, and strengthen brand recognition. The candidate will be a creative and strategic thinker who is able to develop and lead the implementation of institution-wide as well as program-specific marketing plans. The successful candidate will have a track record for achieving and exceeding goals for audience growth and earned revenue.

The successful candidate will be knowledgeable about best practices for performing arts marketing, including patron services and retention, use of technology, social media, e-commerce, telemarketing, pricing and packaging, web marketing, licensing, sales, and branding. The candidate will have the demonstrated ability to conduct, analyze, and utilize market research, and ideally, an appetite for exploring and employing novel marketing methods including work with influencers and artists.

The successful candidate will have experience working with multiple performance venues, ticketing systems, and customer-relations policies. The candidate will be solutions-oriented with a collaborative management style that focuses on achieving goals and removing obstacles to success. The candidate will have the ability to work effectively with diverse communities of both artists and patrons. Knowledge of and interest in a broad range of performing arts, artists, and repertoire will be considered a major asset.

The successful candidate will be creative, curious, flexible, and persistent. The candidate will be empathetic and kind. The candidate will be an effective team leader and team member. The candidate will be a person of integrity with high ethical standards and a strong commitment to transparency. The candidate will be able to accept a work schedule that includes attendance at evening and weekend performances and events.

Compensation

The salary range for this position is \$100,000-\$115,000, depending on qualifications and experience. Washington Performing Arts currently offers the staff benefits that include health insurance, a matching contribution to retirement, and annual leave.

Applications

Washington Performing Arts is an equal opportunity employer and will not discriminate against any applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, or gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, and political affiliation. Minorities, women, protected veterans, and individuals with disabilities are encouraged to apply. Washington Performing Arts' employment decisions are made based on the needs of the organization and the qualifications of applicants and current employees.

Please prepare a cover letter that describes your specific interest in Washington Performing Arts and experience in marketing, communications, and creative media for not-for-profit organizations. Send

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with a resume, salary requirements, and contact information for at least three professional references. Electronic submissions are requested. All applications will be treated as confidential and references will not be called without the candidate's knowledge and agreement.

Please send materials to:
Washington Performing Arts Director of Marketing
c/o Catherine French Group
2500 Q Street NW, Suite 623
Washington, DC 20007
applications@catherinefrenchgroup.com

Please submit material in Adobe PDF or Microsoft Word format, only