Organizational Summary:
North Carolina Theatre (NC Theatre) has provided a place of imagination and exploration for the triangle community for over three decades. Its mission is three-fold:

**Culture:** Feed the spirit of local citizens by providing outstanding theatre productions, using the best regional and national talent available, while preserving the unique American art form of musical theatre.

**Community:** Fortify the cultural vitality of the region by offering broad access to live theatre, while strengthening economic growth in the region.

**Citizenship:** Foster the next generation of artists and leaders who will become future patrons of the arts through training, performance, and outreach programs.

Programs employed to meet this mission include:

- **Mainstage musicals and plays** of the highest quality featuring a diverse blend of the best of Broadway and local talent; and
- **Creative engagement and education** programs, through Conservatory training, in-school residencies, audience enrichment programs, and community partnerships.

Position Summary:
The Marketing Manager will report to the President & CEO and primarily drive advertising, paid media, and sales tactics toward growing audiences and meeting sales goals for North Carolina Theatre; support all earned revenue streams including tickets, tuition, and sponsorship; and assist with marketing needs for the development, artistic/production, and community engagement teams. The Marketing Manager will be the principal liaison to NCT’s Raleigh-based advertising agency, CLEAN. Creative direction to CLEAN and the marketing and communications team is provided by the Producing Artistic Director, and Conservatory team as needed, with final approval/consultation by the President & CEO as needed.

This position partners with NCT’s Communications and Public Relations Manager to form the Marketing and Communications Team. The Communications and Public Relations Manager
focuses on earned media and social media while the Marketing Manager focuses on paid media and sales tactics, but both work together in planning, adaptation, and execution of marketing and communications. Reporting to the President & CEO, this team and its contractors oversee, manage, and uphold:

- a clear and consistent NC Theatre institutional brand; and
- increases in sales measured in revenue, number of patrons/students, and patron diversity.

The team connects strongly with the Ticketing and Patron Services Team to form a Marketing and Sales Department at NCT that is primarily dedicated to generating revenue and developing and diversifying audiences and students.

The Marketing and Sales Department connects with and provides marketing, patron caretaking, and ticketing solutions for other elements at NCT beyond mainstage including Conservatory, fundraising, production, and mission/identity.

**Collaborative Responsibilities:**

With the opportunities and threats brought about over the past two years, NCT has adapted as it paused and resumed its programming, including the growth of teams within the organization. This results in a hybrid work environment where there is a hierarchal structure common to nonprofit theatres, but several key departments are team-oriented. NCT hopes to foster consensus-building on many, but not all, decisions, and utilizes collaborations, job descriptions, check-ins, task calendars, and meetings to enhance communication and understanding.
Specific collaborations for the Marketing and Communications Team include:

- **New Patron Acquisition**: In collaboration with and oversight from CLEAN the Marketing Manager will review and contribute to an annual advertising calendar and specific advertising plans for ticket sales on shows and subscriptions. This includes keeping NCT on track with plans and deliverables, management of advertising budgets and contributing to advertising messaging, design, and placement.

- **Pipeline and Patron Management**: In collaboration with the Ticketing and Patron Services team, the Marketing Manager will plan an annual ticket sales calendar and help execute engaging sales tactics for subscriptions and single ticket sales. This includes e-blast offers, mailings, discounts, group sales offers, and more to current and prior customers, and utilizing data to devise market-driven sales projections, pricing, and seat inventory tactics to grow ticket sales through eblasts, patron strategies, subscription planning and execution, and other patron service-related elements.

- **Fundraising Collateral and Campaigns**: In collaboration with the Development Department, the Marketing and Communications Team will help design four annual fundraising campaigns (mailings with eblast follow up or other digital elements) and assist in items like the creation of an annual report (working with CLEAN), general fundraising eblasts, and playbill creation involving donor and corporate sponsorship and outside contractors).

- **Tuition Sales**: In collaboration with the Conservatory team and CLEAN, the Marketing and Communications Team will help attract and retain students for Conservatory programs. Assisting in attaining both student tuition but also acquiring school residency contracts.

- **Artistic/Education Identity**: In collaboration with the Production/Artistic Department and the Conservatory the Marketing and Communications Team will tell the compelling story of NCT’s artistic identity, its education programs, artists, students and overall NCT vision.

- **Community Engagement**: In collaboration with the Conservatory and other departments the Marketing and Communications Team will contribute to NCT’s growing Community Engagement programming focused on mutual benefit - benefitting marginalized communities through access and inclusion and benefitting NCT through increased investment by these communities in NCT.

**Individual Responsibilities:****

- Assure that NCT is successful in having full advertising strategies on mainstage shows - from timeline and budget development/management to design phase and full execution,
to meeting deadlines for print, digital and any other forms of strategic activation. This includes regularly reporting on plans and garnering feedback from the President & CEO and the Producing Artistic Director. This also includes meeting with CLEAN to determine the best way to integrate with that organization such that both the Marketing Manager and CLEAN are contributing. Strategies must include:
  o Broad-based strategies that draw in large numbers of patrons – both for single ticket and also subscription package sales, as well as group sales and other sales tactics.
  o Meeting sales and audience size/composition goals as articulated by (and devised in collaboration with) the President & CEO.
  o Niche strategies that develop specific audiences; and
  o Grassroots strategies.
- Championing audience diversity through investigating, partnering, learning, and piloting ideas to grow an audience for NCT that reflects the demography of North Carolina.
- Contributing to the annual budget process and adhering to annual budgets.
- Providing support in front-of-house needs and strategies.
- Championing and activating data-based customer pipeline activation that evolves one-time buyers into donor/subscribers.
- Tenaciously executing marketing and pricing strategies and tactics to drive revenues.
- Driving a customer service culture oriented to the creation of a loyal and energized NCT theatre community.
- Executing branding strategy for NCT across all departments, working with CLEAN in creating brand guidelines and a cohesive story that connects the dots of a multi-faceted organization.
- Gathering materials and working with the Playbill design contractor and the Communications and Public Relations Manager to create playbill for mainstage productions.
- Develop creative partnerships and opportunities to increase brand visibility and awareness for NCT in the Raleigh market, including the local arts market but also markets that tie directly to NCT’s growing identity around DE&I.
- Keep all stakeholders informed of NCT activity. Create regular reports for CEO and board review, and devise and deliver regular communications strategies with other staff members.

**Characteristics of the Marketing Manager:**
- Demonstrable passion for the mission of NC Theatre.
- Strong written and oral communication allowing effective communication about NCT to all stakeholders.
- The ability to make decisions with confidence and assertiveness.
- Demonstrable excellence in marketing and communications planning and execution across all media platforms and in relationships development supporting audience diversity.
• Excellence in planning, forecasting, and analysis, maintaining focus on daily transactional activity and wisdom surrounding flexible but smart course corrections in response to the market.
• Ability to understand NC Theatre’s business model, and have a macro view of the finances, drivers and bottlenecks relating to marketing, vendors, artistry, etc.
• A hands-on manager who has integrity and a desire to work in a dynamic environment.
• High ethical and professional standards and a clearly demonstrated commitment to diversity and inclusion.
• A willingness to be adaptive and take calculated risks to grow and improve the financial position of the company.
• Have a results-oriented nature, with the ability to set goals that are specific, measurable, achievable, relevant, and traceable.
• Possess qualities such as emotional intelligence, self-awareness, self-regulation, motivation, empathy, and social skills.
• The capacity to resolve different points of view constructively and bring cohesion to a wide array of stakeholders while interacting with them in a positive manner, treating them fairly, and listening carefully to what others have to say.
• Effective team player with the ability to lead by example and motivate others through collaboration and positive interaction.

Physical Requirements: This position requires use of computers which will require frequent stretching and movement to ease any discomfort. This position also does administrative work like filing, which may require bending, leaning, and kneeling. This position handles paper documentation, which may require lifting up to 30 pounds. Medical and disability accommodations will be made wherever possible.

Qualifications:
The preferred candidate will have at least five years of successful experience in marketing with a proven record of accomplishment in audience retention and development. Preference will be given to candidates with strong brand management, patron loyalty, sales, advertising, and audience development experience. Experience working in the arts and culture, or entertainment sector preferred. Working knowledge of Ticketmaster and Archtics a plus; experience with live performance ticketing software is preferred.