

Director of Sales and Marketing

DEPARTMENT: Marketing

REPORTS TO: Managing Director

LOCATION: La Jolla, California on the beautiful campus of the University of California, San Diego

FLSA STATUS: This is a full-time, exempt (salary) position, eligible for a full array of benefits including health insurance and 403(b) retirement plan

COMPENSATION: \$85,000-\$100,000 annually, DOE

SCHEDULE: Weekdays Mon-Fri, some nights and weekends

POSTING DATE: June 2022

HOW TO APPLY: Submit a cover letter and resume to resumes@ljp.org. Please include in the subject line - "Director of Sales and Marketing." Your cover letter should highlight how your unique experience sets you apart and how you will support the mission and values of the Playhouse.

ORGANIZATION OVERVIEW

La Jolla Playhouse is a place where artists and audiences come together to create what's new and next in the American theatre, from Tony Award-winning productions, to imaginative programs for young audiences, to interactive experiences outside our theatre walls. Founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse is currently led by Tony Award winner Christopher Ashley, the Rich Family Artistic Director of La Jolla Playhouse, and Managing Director Debby Buchholz. The Playhouse is internationally renowned for the development of new plays and musicals, including mounting 105 world premieres, commissioning 60 new works, and sending 33 productions to Broadway, garnering a total of 38 Tony Awards, as well as the 1993 Tony Award for Outstanding Regional Theatre. These works include the Broadway hits *Come From Away*, *Diana* and *Memphis*, all directed by Ashley; *The Who's Tommy*; the Pulitzer Prize-winning *I Am My Own Wife*; and *Jersey Boys*.

La Jolla Playhouse is committed to diversity in all areas of our work, on and off stage. We lead with our values and encourage individuals with unique perspectives to apply. La Jolla Playhouse is proud to be an Equal Opportunity Employer (EOE).

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STATEMENT OF JOB

The Director of Sales & Marketing is a member of the Senior Staff team at the Playhouse. The Director is primarily responsible for achieving revenue goals through the strategic vision and execution of the single ticket and subscription campaigns for all productions.

Other key responsibilities include: maintain institutional branding and strategic messaging that adheres to the Playhouse's mission and values; responsible for Marketing budget management, revenue forecasting and reporting on ticket sales revenue; managerial oversight of the Patron Services office, support Learning & Engagement and Philanthropic programs and campaigns; oversee marketing and sales strategy for the annual Without Walls (WOW) Festival and execute strategies to increase and diversify new audiences and enhance patron retention and satisfaction.

This position oversees a staff of 8 full time employees, 3 part time employees and 2 outside sales contractors. The Director of Sales & Marketing serves on the Communications Committee and attends Senior Staff Meetings, Board Meetings, Finance Committee Meetings and Executive Committee Meetings.

Direct reports:

- Associate Director of Sales & Marketing
- Associate Director of Ticket Services
- Marketing Database Analyst

JOB DUTIES

- Primary responsibility for La Jolla Playhouse earned revenue through ticket sales, including but not limited to subscription packages, single tickets to season shows, WOW productions and other ancillary programming.
- Ensure consistency and adherence to La Jolla Playhouse brand identity in all sales and marketing collateral, always considering La Jolla Playhouse mission and values.
- Act as primary contact for all ticket sales financial reporting to Managing Director and Finance Director: cash flow projections, single ticket and subscription sales forecasts, monthly expense and income reconciliation with the Finance Department.
- Develop marketing and promotional plans to meet season revenue goals.
- Oversee Associate Director of Sales and Marketing in sales campaigns for subscription and single ticket campaigns, including direct mail, email communications, print/radio/outdoor advertising, display digital and social media advertising.
- Set pricing strategy for single ticket and subscription campaigns based on internal and external data points, and in collaboration with Patron Services and sales colleagues.
- Oversee the Patron Services department by providing direction and support to the Associate Director of Ticketing Services and staff on customer service protocols, pricing strategy, personnel concerns and more.
- Lead marketing and sales efforts to support Learning and Engagement programs such as the annual Performance Outreach Program (POP Tour); Spotlight On Adult Learning Series, Veteran's Playwriting Workshop, Military Nights, Native Voices at the Autry Festival Series and other Special Engagement opportunities as they arise.

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- Work closely with the Director of Philanthropy and other fundraising team members on establishing a patron progression path, support fundraising nominal giving campaigns, fundraising collateral creation, support annual events such as Innovation Night and the Gala, and provide grant input and support.
- Work cross-departmentally, particularly with the Artistic Department, on the annual WOW Festival, including but not limited to: anticipating needs connected to the audience experience, maintaining the WOW website, festival ticket purchase path, festival sales strategy, attendance tracking and collateral creation.
- Assess patron demographics, level of satisfaction and identify areas for improvement through available resources including post-performance surveys and audience intercept surveys. Lead work of outside consultants to conduct quantitative and qualitative market surveys when appropriate.
- Work with in-house multimedia designers in creation of poster art for each production and assure La Jolla Playhouse style guide and branding are maintained in all communications and on the institution's website and social media channels.
- Oversee the design and implementation of group sales and telemarketing campaigns including lead generation, direct marketing promotions, market research and analysis, and goal setting and achievement.
- Supervise technology updates, data projects and Tessitura projects (season build). In collaboration with Patron Services and Marketing Database Analyst, oversee inventory management to increase revenue and/or patron attendance. Stay educated on evolving technologies to increase sales and engagement.
- Work with outside theatrical producing partners on marketing strategies and reporting when required.
- Oversee Associate Director of Sales & Marketing in management of digital/social media advertising partners such as Capacity Interactive, Tessitura Consulting, TRG data project and TNEW troubleshooting/management.
- In partnership with Marketing Database Analyst, examine sales patterns and patron activity using Tessitura, suggesting strategies to increase sales when appropriate.
- In partnership with the Director of Public Relations, act as department leads on the Communications Committee, an ad hoc Board committee.
- Attend, and contribute when required, to Senior Staff meetings, Communications Committee, Executive Committee, Finance Committee and Board Meetings, as well as key event nights such as Press Night, VIP Celebration Night, Innovation Night, and Gala.

REQUIREMENTS & PROFICIENCIES

- Four-year college or advanced degree, a minimum of 7-10 years of sales and marketing experience and 3+ years of management/supervisory experience, or equivalent combination of education and experience.
- Proven track record of meeting and exceeding revenue goals.
- Knowledge of Tessitura is a plus.
- High level of computer aptitude and proficiency in Microsoft Office programs.
- Proven experience in social media marketing.
- Experience managing to an expense budget.
- Must be available to work evenings and weekends as needed.
- Being fully vaccinated against COVID-19 by an FDA approved vaccine is a condition of employment.

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SKILLS AND ABILITIES

- Excellent writing, communication and interpersonal skills.
- Capable of handling multiple projects and prioritizing appropriately to meet deadlines.
- Maintain confidentiality and security of patron information as well as the Playhouse's confidential information.
- Able to interact well with a variety of personalities and individuals including staff, patrons, Trustees, high-level donors and government officials.
- Able to foster a collaborative work environment; able to influence others to perform their jobs effectively.