

St. Ann's Warehouse

DIRECTOR OF MARKETING

St. Ann's Warehouse, the award-winning presenter of international and American avant-garde theater and live music, seeks a full-time, highly motivated, passionate individual to become an integral part of a small staff with great ambitions. The Director of Marketing works as a key senior staff team member with the Artistic Director, General Manager, Directors of Development, External Affairs and Box Office, as well as external graphic designers and publicists, to oversee all programming and institutional marketing. Responsible for reaching earned income goals, the Director of Marketing promotes and strategically reinforces the unifying of St. Ann's image, its mission and programs in pursuit and retention of new and diverse audiences, press, members, and donors. Experience with dynamic pricing and multiple media outlets are crucial to meeting these goals. Institutional marketing and reinforcing the organization's profile are more important than ever as St. Ann's celebrates its 40th Anniversary Season.

Duties include:

- Strategizing, creating, managing, and executing targeted marketing campaigns for all programs and events and ongoing institutional marketing;
- Supervising and managing Marketing Associate, St. Ann's contracted graphic design, digital ad and PR consultants, as well as marketing and PR teams of partner organizations;
- Creating and tracking marketing budgets and schedules;
- Setting ticket prices for all shows prior to the start of the season. Re-evaluating and implementing dynamic pricing throughout the year a must;
- Working closely with Artistic Director and senior staff team to assess risk on potential projects;
- Analyzing and reporting past and present sales figures, statistics, and patterns, and overseeing ticket inventory; reporting such analyses at Board meetings;
- Writing or overseeing copy for printed pieces, advertisements, and highly personalized letter e-mail blasts; coordinating Artistic Director and other team member participation and approvals, as well as partner organizations, to meet deadlines;
- Coordinating and project managing the design, printing, and mailing/distribution strategy of brochures, postcards, posters, and advertisements;
- Working closely with Artistic Director and graphic designers on design and copy development;
- Coordinating ad placement and media buys with various advertisers as well as developing and maintaining professional relationships with media outlet representatives;
- Maintaining, managing, and updating the organization's website with graphic designers and Marketing Associate;
- Working with Marketing Associate, Artistic Associate, Development staff, and Box Office personnel on customer relations, including overseeing St. Ann's Membership program acquisition and renewal campaigns;
- Working with General Management and Development staff on cultivating corporate sponsorships and cultivating innovative cross-promotion opportunities;
- Leading the migration and launch of a new ticketing and email marketing system

Qualifications include:

- 3-4 years training and experience in Marketing and related work;
- Excellent organizational, administrative and computer skills;
- Strong oral and written communications skills, including experience in producing publications and copy editing;
- A good sense of humor;

- Experience and track record of selling tickets;
- Graphic design experience a plus;
- Knowledge of New York and national arts and cultural community;
- Ability to work independently and as part of both an artistic and institutional team;
- Ability to manage several tasks simultaneously and to meet multiple deadlines;
- Knowledge of Google Suite, MS Word and Excel required, knowledge of Raisers Edge database, OvationTix ticketing system a big plus;
- Background in Photoshop, and InDesign preferred

Start date: Immediately. Competitive salary is commensurate with experience and includes excellent benefits. Please e-mail cover letter, resume, three references with contact information, and salary requirements to jobs@stannwarehouse.org. Incomplete applications will not be considered. No phone calls, please.

St. Ann's Warehouse is an Equal Opportunity Employer.