

Stages Marketing and Sales Director

WE'RE HIRING!

Reports to: Managing Director

Direct Reports: Marketing Manager; Patron Services Manager; Graphic Designer (currently open)

Indirect Reports: Patron Systems and Benefits Manager; Patron Services Assistant Manager; Patron Services Lead; Patron Services Associates

Status: Full-time, exempt

Salary: \$75,000-\$93,000

The **Marketing and Sales Director** provides overall leadership for sales and audience development for the company. This pivotal role creates and oversees annual campaign initiatives that generate earned revenue to move the organization forward. This individual will focus on transformational growth of audiences, while retaining and deepening relationships with current patrons. They will develop and execute strategies to activate audiences while leading through the lens of equity, diversity, and inclusion.

Despite the shutdown of in-person performances since March 2020, Stages today is thriving. Notably, over the past year, Stages has retained 100% of its staff team with no layoffs, furloughs, or wage reductions. In recent years, Stages company has grown from 16 employees to 40 employees with a budget increasing from \$2.1 million to an approved budget of \$5.8 million for the originally planned 2020-2021 Season. The budget was reduced to \$3.9 million with in-person performance cancellations. During the 2020-2021 Season, Stages will have produced over 30 digital programs including live broadcast performances and recorded plays filmed both at home and on-site with 65,000 views.

In January 2020, Stages opened a new \$35.4 million three-theater venue, The Gordy, that was operational for just seven weeks before the shutdown. With our recent reopening, Stages is seeking an experienced Marketing and Sales Director to partner with the Managing and Artistic Directors, Board of Directors, staff and artists on continued audience growth in the coming years. This is an incredible opportunity to join a company with an extreme growth trajectory and bring your creativity, thoughtfulness and drive to an organization with vast potential.

About us

Stages makes plays and tells stories that invite everyone to live more deeply and love more boldly. We produce a broad scope of plays and musicals ranging from jukebox musicals and family entertainment to world premieres and new work by emerging writers. Stages was founded in 1978 and we've grown to become Houston's sixth largest nonprofit performing arts producer and the largest outside the downtown theatre district. We perform year-round with an average of 12 productions and 75,000+ visitors each season.

We're a welcoming, collaborative culture that encourages each staff member to take initiative, share ideas and help shape the organization. Working at Stages hits the sweet spot between struggling startup and corporate behemoth.

About you

You love telling stories. You're goal oriented and independently driven. You love a spreadsheet and are excited by sales and revenue. You enjoy building relationships and thrive in a team setting. You're a deeply committed and passionate advocate for theater and understand to your core the ability for theater to create community. You're curious about the artistic process and work to support artists in their endeavors. You are invested in creating spaces that are anti-racist and anti-oppression.

What you'll do at Stages

- Drive the organization toward transformational growth of audiences including continued expansion of

subscription and single ticket audiences, as well as increased diversity to reflect the community demographics of Houston.

- Ensure marketing initiatives and resources are designed and allocated to achieve budgeted earned revenue goals.
- Create and execute a comprehensive plan for renewal and acquisition to grow the number of subscribers to over 3,000 packages annually generating \$1M in subscription revenue
- Responsible for developing annual marketing plans and strategies; plan and execute differentiated and impactful marketing strategies and materials to achieve revenue goals.
- Expand the programs to foster patron loyalty from first-time ticket buyers through the buying steps to becoming a Stages advocate
- Bolster and expand the digital strategy using social media, email, website, and other digital media outlets to drive awareness and diversify audiences
- Develop and create strategic partnerships and marketing plans to broaden the diversity of the Stages audience
- Develop and implement audience engagement priorities that impact the overall experience of Stages patrons and position of Stages in our community.
- Create strategic marketing plans to support single ticket sales for each production to achieve earned revenue goals and expand the Stages patron base
- Build relationships with vendors and media partners to effectively manage marketing program, ensuring the highest possible ROI on all expenditures.
- Implement and manage dynamic pricing model that maximizes revenue while ensuring houses are performing at peak capacity.
- Manage operating budget for marketing and sales, ensuring that income and expenses adhere to budget.
- Collaborate with the Artistic Director and Managing Director to effectively communicate the shared vision for Stages.
- Be the team cheerleader and foster the can-do team spirit that focuses on opportunity and growth of our organization while delivering the highest level of customer care to patrons.
- Manage customer satisfaction data collection and analysis.
- Other duties, as assigned.

To excel in this job, you'll need

- A positive, customer-focused approach to work
- Extraordinary organizational skills and attention to detail
- Experience juggling concurrent tasks and deadlines while maintaining quality and focus
- The ability to work collaboratively with diverse teams
- Solid communications skills
- Passion for Stages' work and desire to play a vital role during a transformational period of growth

It's also great to have

- Demonstrated track record of aggressive audience growth and marketing successes
- Strong writing, communication, and presentation skills
- Experience with budget management
- Demonstrated history of successfully leading diverse teams
- Degree in arts administration, marketing, business, or nonprofit leadership

This is important

Stages is committed to advancing equity, diversity, and inclusion, as well as creating and maintaining a

safe creative environment for staff, artists, and our community. We know that through discussion and expression we can continue to promote change in a positive direction. We believe that diversity on and off stage is important. We are committed to bridging cultural gaps and creating an environment of inclusion and equity for all. It is our intent to provide equal opportunities to all who may apply. We welcome every race, color, religion, sex, sexual orientation, national origin, age, genetic makeup, gender identity or expression, disability, veteran status, and thinking style.

Our hiring process

First, send us some information about yourself—anything you think might help us understand who you are and why you're right for this position. This could include a resume, cover letter, salary requirements, etc.

Human Resources Department
Stages
800 Rosine St.
Houston, Texas 77019
humanresources@stageshouston.com

If we think you might be a good fit, we'll contact you to schedule an introductory interview. This conversation will help us learn about you, share more about the job and Stages, and answer your initial questions. From there, we may also invite you to talk with other staff members from positions across the organization so that you have an opportunity to explore Stages' culture and work environment, and we can get a sense of what you'll bring to the team. A background screening is required for finalists.