



## WE'RE HIRING!

Position: Marketing Director

Reports to: Managing Director

Direct Reports: Marketing Manager; Content Strategist; Patron Services Manager; Graphic Design Lead

Status: Full-time, exempt

Salary: \$75,000- \$93,000 Paid Time Off, Paid Holidays/Days of Celebration, Matched Retirement Plan, Disability and Life insurance, Health, Dental, and Vision Insurance

The Marketing Director of Stages is a key position in our organizational infrastructure. A member of the Management Team, this role provides overall leadership and strategic direction for all sales and audience development, including subscriptions and single tickets. As the curator of our brand and public image, the Marketing Director is keenly aware of Stages' positioning in our market and our industry. 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 anti-racism and anti-oppression.

In spite of the current reality facing so many of our peers, Stages is thriving. In recent years, Stages has grown from 16 employees to 50 employees with a budget increasing from \$2.1 million to an approved budget of \$6.4 million for the 2022-23 Season, with subscriptions and single ticket sales accounting for \$2.1 million and growing annually.

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 theater district. We perform year-round with an average of 10 productions each season.

We're a welcoming, collaborative culture that encourages each staff member to take initiative, share ideas, and help shape the organization. We are a values-driven organization that is fiercely committed to ensuring the way we make theater is as reflective of those values as the work we put on the stage. Our core values are generosity, inclusion, courage, tenacity, and intimacy; we live those fully.

October 2022

In January 2020, Stages opened a new \$35 million three-theater venue, The Gordy, that was operational for just seven weeks before the shutdown. Notably, Stages retained 100% of its staff team with no layoffs, furloughs, or wage reductions throughout the pandemic. We are in the throes of an explosive period of growth, leveraging our new facility and massive community support. Our next Marketing Director will be in the enviable position of capitalizing on an incredible investment in our marketing team and resources as well as a freshly redesigned website and CRM in order to be the champion of earned revenue growth.

## 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 see the role of a leader as one of service, guiding your team to their greatest potential. 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
- Manage and inspire the Marketing Team, leveraging their strengths and skills to the organization's best advantage
- Ensure marketing initiatives and resources are designed and allocated to achieve budgeted earned revenue goals and strong ROI; manage the operating budget for marketing and sales
- Develop comprehensive annual marketing strategies as well as plans that support single ticket sales for each production
- Be the keeper and curator of the Stages brand in visual, written, and other mediums
- Expand programs to foster patron loyalty from first-time ticket buyers through fierce advocate
- Create positive relationships with our partners and vendors to maximize the marketing budget as well as meet objectives for growth
- In partnership with our Public Relations firm, expand Stages' local and national reputation and awareness as well as earn consistent editorial coverage and reviews for productions
- Collaborate with the Artistic Director and Managing Director to effectively communicate the shared vision for Stages
- Foster a team spirit that focuses on opportunity and growth of our

organization while delivering the highest level of customer care to patrons;  
oversee the collection and analysis of customer feedback

- Serve as a member of the Stages Management Team, tackling organizational challenges and setting the long-term course of the theater
- 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
- Strong writing, communication, and visual branding skills
- The ability to work collaboratively with diverse teams
- Love of theater and how it contributes to our world

### It's also great to have

- Demonstrated track record of aggressive audience growth and marketing successes
- Experience training, leading, and managing a team
- Experience with budget management
- Degree in arts administration, marketing, business, or nonprofit leadership

### This is important

Stages is committed to advancing equity, diversity and inclusion. We are committed to 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—please include an introduction to help us understand who you are and why you're right for this position (eg: cover letter, email, personal statement, video) as well as anything you think might be helpful to understand your background, experience, and skills. This could include a resume, event materials, writing or other work samples, personal website, LinkedIn profile, etc.

Human Resources Generalist  
Stages  
800 Rosine Street  
Houston, Texas 77019  
[humanresources@stageshouston.com](mailto:humanresources@stageshouston.com)

If we think you might be a good fit, we'll contact you to schedule an introductory interview with our team. 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.

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