

## Deputy Director of Marketing

**Department:** External Relations

**Reports to:** Director of External Relations

**Direct Reports:** Marketing Operations Manager, Creative Content Manager, Audience Development Coordinator

**Classification:** This is a full-time, exempt (salary) position

**Compensation:** \$70,000-75,000 annually, plus an array of benefits including health and dental insurance

**How to apply:** Please submit resume and cover letter to [human.resources@longwharf.org](mailto:human.resources@longwharf.org). Include in the subject line "Deputy Director of Marketing"

### **The Invitation:**

Long Wharf Theatre is a gathering place dedicated to producing boundary-breaking theatre with and for its kaleidoscopic communities. We believe that theatre is for everyone, and that art and activism can live side by side. We are committed to building artistically innovative theatre with, for, and by the greater New Haven community. We are seeking a Deputy Director of Marketing to lead marketing and communications strategies that strengthen community-wide brand awareness, achieve revenue targets, and engage audiences from across the region.

### **The Work Environment & Culture:**

The Leadership at Long Wharf Theatre cares deeply about staff culture and development. Members of the Long Wharf Theatre staff are encouraged to engage in courageous conversations within departments and interdepartmentally. There is belief within the organization that great art comes from great relationships. Long Wharf Theatre supports and cares for team members as a reflection of the quality of artistic exploration on our stages.

### **The Duties (including but not limited to):**

- Marketing Strategy Management (60%)
  - Work in collaboration with the Director of External Relations to develop, manage, and execute integrated marketing and communications strategies, both for individual productions and projects and to strengthen the larger Long Wharf Theatre brand narrative.
  - Provide technical understanding of how to utilize marketing tactics to achieve strategic goals.
  - Develop campaigns that tap into the necessary marketing mix of paid, owned and earned media channels to sell tickets and memberships and grow audiences.
  - Oversee and manage marketing projects, including social media, digital/print/broadcast advertising, email communications, community outreach, web content, and visual identity/graphic design.
  - Lead the development of new marketing ideas and strategies focused on audience engagement and growth.
  - Support marketing and communication efforts across the organization, including development, education, and community partnership needs.
  - Regularly represent Long Wharf Theatre in a positive manner at community events.
- Communications & Public Relations (20%)
  - Work alongside the press and communications agency to create and distribute news releases and announcements to local media; serve as point of contact with local reporters, coordinating press events, interviews, and earned media opportunities.
  - Build strategic partnerships with local media outlets, community groups, and key constituencies.
  - Utilize storytelling to build interest in Long Wharf Theatre productions, projects, and events. Work with the Director of External Relations to shape the organization's overarching narrative.
- Reporting & Learning (10%)
  - Track and report on the effectiveness of marketing campaigns, social media strategies, and paid advertising returns monthly.

- Provide data analysis and reporting of the effectiveness and efficiency of marketing strategies; identify areas for improvement with an eye for continuous learning.
- Work with the Finance department and Marketing Operations Manager to complete the monthly reconciliation and forecasting.
- Administration and Department Leadership (10%)
  - Manage marketing budget and related expenses.
  - Assist the Director of External Relations in managing the marketing and communications team alongside other external relations department colleagues.

**The Skills & Expertise Needed:**

- Commitment to working within an organization dedicated to advancing anti-racism, gender equity, and radical inclusion.
- A solution-oriented thinker who understands marketing and communications strategies with a track record of generating creative ideas.
- Experience in developing plans to meet and exceed sales and revenue goals.
- Both strategic and hands-on knowledge of marketing tools and best practices.
- A customer/consumer-oriented approach with excellent relationship-building skills.
- Comfort with cross-departmental collaboration and internal communication is essential.
- Commitment to participating in open, honest, and accountable team dynamics.
- Outstanding communication (oral and written) and interpersonal skills.
- Ability to maintain multiple projects simultaneously and successfully meet deadlines.
- Strong organizational skills and the ability to work independently as well as collaboratively.
- Ability to learn web-based software required for the job and for administrative purposes.
- Experience with design software, social media platforms and management tools, and website content editors strongly preferred.
- Attend anti-racism, anti-harassment, and safety trainings.
- A high level of discretion and confidentiality concerning donor levels.
- Provable eligibility to work in the U.S.
- This position requires occasional weekend and evening work.

**The Experience Needed:**

- Minimum 5 years of experience in marketing, sales, public relations and/or communications, preferably at a cultural organization. We acknowledge that experience comes from many avenues, including work, education, and personal opportunities. If you think your combination of experiences is right for this role, we strongly encourage you to apply.

**COVID-19:**

- Full vaccination against COVID-19 is required as a condition of employment.