

# THEATRE AQUARIUS

## DIRECTOR OF MARKETING & COMMUNICATIONS

**Reports to: Executive Director**

**Direct Reports:** Patron Services Manager, Marketing/Social Media Engagement Coordinator.

**Compensation: \$65K to \$70K**

### About Theatre Aquarius

Hamilton's only professional theatre company that owns its own facility and the Niagara Region's second largest theatre, Theatre Aquarius entertains and challenges audiences, educates students through the Theatre School, and fosters Hamilton's growing community of theatre professionals. Theatre Aquarius plays a vital role in the community reaching out to underrepresented voices and marginalized communities. An anchor arts institution, a leader in the arts sector and renaissance in the downtown core, pre-pandemic 120,000+ from a 35-mile radius attended 270 performances annually.

This is a very exciting time for Theatre Aquarius, celebrating our 50<sup>th</sup> Anniversary in 2023, we look to the future of how our company can be a leader in new play development and producing the contemporary theatre that engages our community by reflecting their stories on our stages.

### Position Summary

Reporting to the Executive Director, and collaborating closely with the Artistic Director, the Director of Marketing & Communications is an integral part of the senior management team. The position is responsible for developing and executing a strategic, integrated marketing plan designed to promote Theatre Aquarius with a goal of maximizing revenue and attendance while promoting the artistic vision of the Theatre, outreach and Theatre Aquarius Theatre School programming and activities. The Director of Marketing & Communications will lead the production of all brand and marketing communications; working with cross-functional teams such as the Box Office team, oversee all marketing and sales campaigns; and with the Digital Engagement Coordinator plan and optimize the digital marketing strategy.

### PRIORITY

- Maximize post-pandemic audience recovery.
- Long-range planning, data-driven strategies and effective, efficient tactics aligned to strategies.
- Promotion of the theatre company and theatre season.
- Customer-centred audience growth across existing and new segments through subscription, return visits, first-rate audience services/hospitality, and digital engagement.
- Provide strategic communications input, support departmental priorities, and develop recommendations to achieve desired results across the organization, including the Theatre Aquarius Theatre School, outreach, and artist development programs.

### Key Accountabilities

Key areas of responsibility include but are not limited to:

### Revenue Generation

- Develop the annual subscription campaign and single ticket campaigns to meet budgeted targets.

- Responsible for the annual sales campaigns including planning, copy writing and cost of sales budgeting and reallocating resources as required.
- Independently lead all aspects of sales campaigns following the established TRG Arts model.
- Analyze sales data and make adjustments to ensure the success of ongoing sales campaigns.
- Support the Executive Director with the development and maintenance of sponsor relationships.
- Work with the Development Officer to develop grant proposals and reports
- Work with Patron Services Manager and Box Office Manager to develop audience engagement plans.
- Work with Patron Services Manager to ensure excellent patron visitor experience.

### **Audience Building and Outreach Strategy Planning**

- Develop long-term and multi-year marketing and communications plans and budgets to support measurable audience growth and institutional objectives.
- Work in close collaboration with the Creative Digital Producer to develop audience-facing digital strategy.
- Plan and implement market research and data analytical process.
- Share best practices across the organization.
- Develop performance indicators, analyze results and adapt ongoing communication and marketing strategies and tactics.

### **Marketing Campaigns and Project Planning**

Work with Artistic Director and Executive Director to develop season opening and individual production marketing strategy, plan and budget.

- Work with Box Office team to develop annual subscription marketing initiatives and develop actionable tactical marketing plans.
- Oversee annual telephone sales campaign.
- Review all print, digital, email marketing, and other communications materials to ensure they align to strategy.
- Evaluate project and campaign progress and adjust as needed.
- Guide Marketing and staff across the organization in the creation of compelling stories around Theatre Aquarius productions, education and outreach initiatives, artist training, and new work development programs.

### **Communications and Publicity**

- Provide communications and issues management counsel to Artistic Director and Executive Director.
- Develop key messages as needed.
- Act as an official spokesperson, as needed, and provide coaching to other spokespeople.
- Educate and inform staff on social media trends and the best current communications practices.
- Build and maintain relationships with key media and social influencers.
- Oversee the day-to-day media relations and social media activities of Theatre Aquarius and the Theatre Aquarius Theatre School and artist development programs.
- Provide regular evaluation and analysis of media coverage and social media engagement. Ideate, design, prepare, execute email marketing campaigns, and e-newsletter.
- Oversee sponsorship recognition activities.
- Supervise and mentor direct report staff.
- Create a team culture that reinforces high levels of collaboration, efficiency, participation, commitment, excellence and team spirit.

### **Budget**

- Develop and manage budgets for all campaigns and Marketing administration.
- Negotiate marketing-related contracts with suppliers to maximize savings, in-kind support and sponsorship.

**The Successful Candidate will be:**

- A strategic thinker who looks down the road beyond the present and near future.
- An experienced arts marketer.
- Results oriented and highly motivated.
- An Innovator, creative thinker, experienced in building community.
- Digitally savvy. Embraces new tools and trends.
- A constant learner who can critique, adapt and adjust as needed.
- Have excellent writing, speaking, and presentation skills.
- Have strong interpersonal skills to build strong internal relationships to ensure marketing strategies and tactics are appropriately aligned and fully integrated.
- Familiar with database management. Experience working with the TRG Arts business model and related software an asset.
- Have Experience working in a non-profit theatre environment.
- Committed to driving an inclusive culture in the workplace.

**Cultural Competency**

As a steward for internal and external communications, your values centre around equity and inclusion. You are responsive to the needs of diverse communities, including the ability and experience to identify and understand intersecting issues related to gender, age, sexual orientation, disability, race/ethnicity, immigration status, religion, Indigenous heritage, and gender identity.

**Working Hours**

Work will sometimes occur outside regular office hours, including evenings and weekends.

**Language:** English (required)

Theatre Aquarius encourages applications from: women; Indigenous people, First Nations, Métis and Inuit persons; black people; members of racialized communities; persons with disabilities; and people of diverse gender identities or expressions.

Theatre Aquarius is committed to providing an accessible, barrier-free recruitment and selection process. Please contact us at *SearchCommittee@theatreaquarius.org* should you require accommodation or if you would like more information regarding our accessibility policies, plans, and programs.

We thank all who express interest in this position; only those selected for an interview will be contacted.

**TO SUBMIT AN APPLICATION**

Applications should include:

- Letter of Intent stating your interest in the position, relevant experience and key responsibilities. The letter should be no longer than two pages.
- Resume.

Application deadline: December 30, 2021

Applications should be submitted to Lorna Zaremba, Executive Director, Theatre Aquarius at [searchcommittee@theatreaquarius.org](mailto:searchcommittee@theatreaquarius.org)