Westport Country Playhouse

MARK LAMOS, ARTISTIC DIRECTOR | MICHAEL BARKER, MANAGING DIRECTOR

Director of Marketing & Audience Development

The Position

Westport Country Playhouse seeks an innovative and dynamic Director of Marketing & Audience Development to join our team. The Director of Marketing & Audience Development (DMA) leads the organization’s marketing, public relations, communications, and audience development efforts to maximize earned and contributed revenue. Managing a team of three full-time employees and one part-time employee, the DMA will plan, direct, and implement the marketing, communications, and public relations efforts for all of Westport Country Playhouse’s programs and season productions. The Director of Marketing & Audience Development reports to Managing Director Michael Barker, and works in close cooperation with Artistic Director Mark Lamos, as well as the General Manager, Director of Development, and Director of Finance.

The Playhouse

Westport Country Playhouse is an 88-year-old LORT “B” theater in Westport, Connecticut. With a $5mm operating budget, the Playhouse is by far the largest and most prestigious professional theater in Fairfield County. The mission of the Playhouse is to enrich, enlighten, and engage the community through the power of professionally produced theater worth talking about and the welcoming experience of the Playhouse campus. The not-for-profit Playhouse provides this experience in multiple ways by offering live theater experiences of the highest quality, under the artistic direction of Mark Lamos; educational and community engagement events to further explore the work on stage; the New Works Circle Initiative, a program dedicated to the discovery, development, and production of new live theatrical works; special performances and programs for students and teachers with extensive curriculum support material; Script in Hand play readings to deepen relationships with audiences and artists; the renowned Woodward Internship Program during the summer months for aspiring theater professionals; Family Festivities presentations to delight young and old alike and to promote reading through live theater; youth performance training through Broadway Method Academy, WCP’s resident conservatory program; and the beautiful and historic Playhouse campus open for enjoyment and community events year-round.

The Playhouse Person

The Playhouse Person takes pride in what occurs on the stage. They feel a part of it, an ownership. They develop an “I can do that” attitude in taking on new and challenging tasks that support that work. They care, and they pay attention to detail and presentation. They are organized. They work smart, communicate, and take initiative. They are proactive. They follow-through, and follow-up, without being asked. They are self-motivated, yet they work with their colleagues with trust and ease. They think outside of the box, pull up innovative ideas, and go above and beyond expectations. They are fiscally responsible and have an impact on the bottom-line. They are respected and appreciated for their endeavors. They are happy. And
happy employees make for happy artists, donors, and patrons. We are collectively committed to a constant expansion and reimagining of who can be a Playhouse Person.

You Should Apply

Westport Country Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

Application Instructions

The national search for this role is being conducted on behalf of Westport Country Playhouse by arts consultant and recruiter Tom O’Connor. To apply, please email your cover letter, salary requirements, and resume to jobs@tomoconnor.co (note: .co) with “Westport Marketing” in the subject line. No phone calls, please.

See the following pages for the full job description.
The Director of Marketing & Audience Development (DMA) leads the organization’s marketing, public relations, communications, and audience development efforts. The DMA reports to the Managing Director (MD), and works in close cooperation with the Artistic Director (AD), General Manager (GM), Director of Development (DD), and Director of Finance.

The **Director of Marketing responsibilities include, but are not limited to, the following:**

**EARNED INCOME MARKETING & COMMUNICATIONS:** The Director of Marketing & Audience Development will plan, direct, and implement the marketing, communications, and public relations efforts for all of Westport Country Playhouse’s programs and season productions. The DMA will also oversee marketing for all education and family programs. The DMA will oversee the execution of all digital, direct mail, print and broadcast advertising. The DMA is responsible for copywriting, editing, and proofreading all marketing collateral and is responsible for all customer relationship management.

**FUNDRAISING MARKETING & COMMUNICATIONS** In close collaboration with the DD and MD, the DMA will plan, direct and implement the marketing, communications, and public relations efforts for all of Westport Country Playhouse’s fundraising programs. These include the Annual Fund appeal, annual gala fundraiser, membership appeals, and other collateral and tactics to deepen donor engagement and participation with the Playhouse.

**STRATEGIC PLANNING:** DMA will work with the MD, GM, AD and Board of Trustees to determine strategic direction for the organization. The DMA will oversee audience research and overall organizational branding.

**PATRON SERVICES:** DMA will work closely with the GM, Box Office, and Front of House staff to assure top notch customer relationship management and customer service.

**AUDIENCE DEVELOPMENT:** DMA will lead initiatives directed towards cultivating new audiences via special programming as well as building community relations.

**GROUP SALES:** DMA will oversee group sales strategies and appropriately incentivize sales staff and outsourced telemarketers to achieve sales goals.

**PUBLICATIONS:** DMA will work with GM and Public Relations Manager on production program books and manage all brochures, e-newsletter, and all other publications.
SOCIAL MEDIA: Working with the Digital Content Manager, the DMA will oversee the theater’s social media presence including Facebook, Twitter, LinkedIn, and Instagram, and any future platforms as appropriate.

MANAGEMENT: DMA will provide leadership of in-house marketing department including Graphic Design Director, Public Relations Manager, Digital Content Manager, Community & Sales Manager, and marketing department interns. Professional development is emphasized at all levels.

BUDGETING: DMA will work with the Director of Finance, GM, and MD to set pricing and determine scheduling of season. The DMA will develop and administer ticket income goals and marketing expense budget.

REPORTS: DMA will provide sales reports and analysis when needed.

Qualifications

A proven track of 5+ years leading and/or managing a Marketing team, preferably in a not-for-profit arts setting

An ability to work toward multiple goals for the Playhouse concurrently, including support for both contributed and earned revenue campaigns

An ability to think and plan strategically while still staying abreast of tactical advancements

Very strong skills in management, communication, and organization

An investment in professional development, for both self and team

A willingness to work nights and weekends as appropriate