

Director of Marketing and Communications

Hudson Valley Shakespeare Festival (HVSF) is a critically acclaimed (*The New York Times*, *The New Yorker*, *The Wall Street Journal*), professional, non-profit theater company based in Garrison, NY, one-hour north of Manhattan. The Festival has established a reputation for lucid, engaging, and highly inventive productions staged under an iconic, open-air Theater Tent overlooking the Hudson River at historic Boscobel House and Gardens. In recent years, the Festival has also ventured beyond the Tent, touring its work to other venues throughout the Hudson Valley, transferring productions to other theaters, engaging its community through radically participatory art-making, and reaching over 50,000 students and educators annually through its year-round Education programs. The company's mission is to engage the widest possible audience in a fresh conversation about what is essential in Shakespeare's plays. Our theater lives in the here and now, at the intersection of the virtuosity of the actor, the imagination of the audience, and the inspiration of the text.

HVSF seeks a highly motivated, creative, and experienced Director of Marketing and Communications (DMC) to join the team at this exciting point in the Festival's history. Working in close partnership with the Managing Director, Artistic Director, and staff leadership, the DMC will oversee all promotion, communication, audience experience, and institutional branding at HVSF. The DMC will oversee two direct reports throughout the year – a Box Office Manager and Audience Services Manager, who in turn manage an on-site staff of roughly 35 people – and a seasonal intern, as well as contracted designers/consultants (digital media, graphic and web design, IT, press representation, photo/video). The DMC will plan, execute, and manage all audience development strategies, outreach, sales and special offers, digital communications, print collateral, signage, partnerships, media relationships, and more. This position represents an exceptional opportunity for the right candidate to join the senior staff of a dynamic company poised for a new phase of growth and expansion.

Overall Objectives

The DMC is a full-time, year-round senior staff leadership position responsible for moving the Hudson Valley Shakespeare Festival's mission forward by cultivating new and existing audiences through marketing and communications campaigns. The DMC oversees the creation, refinement, and implementation of strategies and tactics designed to generate greater awareness of the organization and its work, and to elevate the Hudson Valley region and HVSF's Theater Tent as a cultural destination. These tactics will build new audiences and deepen relationships with existing audiences, thereby increasing earned income and improving brand position. Additionally, the DMC will participate as a member of the HVSF leadership team and assist in strategic thinking and long-term planning for the institutional brand and vision of the company.

The DMC's results-oriented approach to marketing and communication will allow the organization to:

- Meet or exceed revenue goals
- Strengthen its brand
- Retain and grow a strong customer base
- Attract new audiences
- Expand community awareness and appreciation of the various programs at HVSF
- Enhance the pride of association experienced by donors, theatergoers, community members, artists, partners, and other stakeholders

Responsibilities

- Plan, develop, and execute all phases of promotional campaigns, including print (season brochure, postcards/flyers, season program book, education and development brochures, etc.), email, blog, digital display, press, and social media campaigns with an eye toward consistency of the brand voice
- Plan, develop, and execute all phases of audience development campaigns, including new audience outreach and donor outreach

- Build and monitor predictive ticket sales income forecasts and ticket pricing models as a part of the annual budgeting process, in collaboration with the Box Office Manager, Finance Director, and Managing Director
- Build and monitor the Marketing and Communications expense budget and Audience Services/Front-of-House expense budget, in collaboration with the Finance Director and Managing Director, and with input from the Box Office Manager and Audience Services Manager
- Oversee and manage all vendor and marketing-focused consultant/contractor relationships and deliverables
- Implement all public facing communications, including the annual audience survey
- Orchestrate and publish all social media, email, website, and blog content
- Plan and execute photo and video shoots, with professional photographers and videographer and in collaboration with HVSF staff and Boscobel House and Gardens
- Oversee and manage press representation consultancy to build and maintain relationships with local and national media contacts, ensuring comprehensive press coverage in local, regional, and national markets
- Oversee and manage the Box Office Manager and Audience Services Manager to train and supervise a professional, warm, and engaged Front-of-House staff
- Develop promotional partnerships and advertising deals throughout the region, including maintenance of relationships with local businesses that advertise in HVSF's season program book
- Plan and execute strategic promotional events, both on-site and throughout the region
- Collaborate with Director of Development on the strategy, execution, and analysis of donor appeals, as well as planning and execution of donor communications more broadly
- Refine and revise HVSF's style guide as needed
- Work in collaboration with colleagues at Boscobel House and Gardens to execute events and foster a friendly and welcoming environment for audiences
- Prepare quarterly reports for Board of Trustees
- Provide ongoing strategic support to HVSF Staff leadership and Board of Trustees
- Represent HVSF locally, regionally, nationally, and internationally
- Other duties as assigned

Qualifications and Experience

The DMC must demonstrate:

- Leadership and supervisory experience in the field with at least five years' experience in the arts at an advanced level
- Administrative experience that demonstrates excellent judgment, the ability to listen well, attention to detail, budgeting and financial management skills and prioritization.
- Experience in theater and/or multi-arts marketing planning, strategies, and tactics
- Experience interacting with high-level contacts, including artists, community leaders, donors, and patrons
- Experience in training and supervising staff and interns, as well as fostering positive team environments

The DMC must demonstrate technical familiarity with/expertise in:

- Ticketing/Donation Platforms (Spektrix, Tessitura, Vendini, Blackbaud, etc.)
- Project Management Platforms (Asana, Basecamp)
- Wordpress and iFrame or API integrations, as well as basic styling (HTML, CSS)
- Adobe Suite (Photoshop, InDesign, Illustrator) or comparable design software
- Microsoft Office (Excel, Word) and Google Suite

Personal Characteristics

Our ideal DMC will demonstrate:

- Superior leadership, strong motivation, and focus
- A high level of creative energy, self-confidence, integrity, humor, and generosity
- Proven visual, oral, and written communication skills
- Strong analytical, problem-solving, organizational, and budgeting skills
- Ability to work calmly, effectively, and flexibly in high-pressure situations with artists, administrators, and audiences
- Strong design sensibilities and ability to communicate abstract concepts to designers and contractors
- A love for the Hudson Valley and familiarity with the geography and press distribution of local communities

Our ideal DMC will be local (within 40 miles) to the Cold Spring/Garrison area, with reliable personal transportation.

Terms and Compensation

This is a year-round, permanent, full-time, salaried commitment. Late nights and weekends, especially during the summer season (June – September), will be required. Benefits package, including health coverage and paid vacation/personal/sick time, is offered. Salary range: \$55k-\$60k.

To Apply

HVSF is an equal opportunity employer dedicated to building a culturally diverse and equitable environment, and we strongly encourage applications from people of color and women. Candidates from populations underrepresented in the theater field are strongly encouraged to apply.

The deadline for applications is Sunday, June 23. To apply, please send your resume, cover letter, three references, and three design and/or writing samples to Managing Director Kate Liberman at kliberman@hvshakespeare.org. *No phone calls, please.*