



Director of Marketing

REPORTS TO: General Manager

POSTED ON 1/2019

General Description:

Tulsa Ballet is seeking a highly creative, energetic and experienced individual to lead our Marketing team. The Director of Marketing serves as a member of the senior management team to develop short and long range plans to promote awareness and create demand for all Tulsa Ballet programs, ensure audience growth in revenue and number of patrons, and foster patron development.

Duties and Responsibilities

Develop Annual Season and Performance Marketing Plan focusing on:

- Season Ticket renewals
- Season Ticket acquisitions
- Single Ticket sales
- Other Earned Revenue Initiatives

Plan should incorporate the following elements in order to reap the highest possible return-on-investment with cost-of-sale in mind:

- Media buys and placement
- Direct response marketing through direct mail, electronic mail, online marketing
- Telemarketing and Group Sales strategy
- Targeted promotions and partnerships
- Reporting and results measurement of all marketing initiatives

Develop with PR and Communications Manager Annual Community Relations Plan to identify and implement activities to promote school enrollment, ticket and merchandise sales, and enhance fundraising potential.

Plan should incorporate the following elements:

- Press and media relations
- News releases, pitching story ideas and interview opportunities, etc.
- Online/Social media strategy
- Video projects
- Community partnerships/promotional opportunities
- Patron Communications (Newsletters, e-mail, etc.)

Develop Long Range Communications Plan to increase regional, national, and international visibility for Tulsa Ballet.

Conduct and utilize market research, audience surveys, etc to inform strategic plans.

Staff Management

Manages the following staff: PR & Communications Manager, Box Office Coordinator, and Outbond Sales Associate, and Graphic Designer. Promote a high-level of customer service at all levels of the organization.

Campaign Management

Prepare, monitor and adhere to annual marketing department budget.

Manage, review and assess all day-to-day marketing initiatives and sales reports, recommending and responding to changes to ongoing campaigns.

Manage the telemarketing, group sales, retail and program ad sales campaigns.

Manage and track cost-of-sale budgets for single ticket campaigns and subscription campaigns.

Serve as liaison for external marketing consultants and vendors.

Reporting

Provide regular reporting on income and expense budgets.

Develop and share reports on the progress of campaigns, cost analysis, inventory management, and final results.

Knowledge, Skills and Abilities

Bachelor's Degree and at least 5 years experience with a performing arts organization. Exceptional written and verbal communications skills and a thorough knowledge of performing arts industry marketing and communications best practices. Excellent computer skills, specifically Microsoft Office Suite. Experience with ticketing and CRM programs such as Tessitura/ProVenue a plus. Successful candidates will possess strong organizational and leadership skills combined with a track record that demonstrates success with increasing earned revenues, particularly single ticket and subscription sales.

HOW TO APPLY: All resumes should be sent to human.resources@tulsaballet.org No phone calls, please.

Tulsa Ballet is an Equal Opportunity Employer.