

Robert Sweibel

Arts and Culture Consulting

Position Profile SAN DIEGO REPERTORY THEATRE DIRECTOR OF MARKETING & COMMUNICATIONS

San Diego Repertory Theatre seeks a qualified, collaborative, innovative, data-inspired leader for the position of Director of Marketing & Communications. This is a thrilling opportunity to lead marketing for a major American theatre at a critical point in its history.

Mission Statement

San Diego Repertory Theatre produces intimate, provocative, inclusive theatre. They promote an interconnected community through vivid works that nourish progressive political and social values and celebrate the multiple voices of our region. San Diego Repertory Theatre feeds the curious soul.

About San Diego Repertory Theatre (The REP)

The REP is San Diego's resident professional theatre—celebrating year-round on their three stages and in its art galleries the diversity and creativity of their community. As the resident and managing company of the Lyceum Theatre, they produce and host over 550 events and performances a year.

The REP's mission is informed by a commitment to artistic virtuosity, partnerships with singular artists and their inquisitive neighbors, and lively conversations about their role as citizens in the bi-national region it calls home. They choose provocative works of theatre to inspire their audiences and artists to build the communication bridges needed to understand who we are today, and who we might become.

The company was founded in 1976 by Sam Woodhouse and D.W. Jacobs. Since moving to the Lyceum in 1986, they have produced 51 mainstage productions by Latino playwrights and hosted artistic residencies by Luis Valdez, Max Roach, Amiri Baraka, Culture Clash, Yehuda Hyman, Marion J. Caffey, Randall Myler, Octavio Solis, Maria Irene Fornes, and Herbert Siguenza, who is currently Playwright-in-Residence with special thanks to the Mellon Foundation's National Playwright Residency Program. They have produced 50 world premieres to date.

In addition to a 1998 Tony Award® Nomination for *It Ain't Nothin' But the Blues*, the REP has received over 200 awards for artistic excellence from the San Diego Theatre Critics Circle, Patté Theatre Awards, NAACP, Backstage West, Dramalogue, and StageSceneLA. In 2005, the San Diego Theatre Critics Circle presented the REP with the Craig Noel Award "For 30 Years of Artistic Dedication to Downtown and Diversity."

Overview of Position

A member of the REP's leadership team, the Director of Marketing & Communications supports the highest strategic priorities of the Theatre, including effective communication of the REP's mission, vision, and activities. They focus on both growing new audiences while retaining and deepening relationships with current audiences. The Director develops and executes strategies to generate \$2 million in earned revenue for the Theatre (prior to the pandemic) and attract an audience of 40,000. They lead an in-house marketing staff plus outside vendors in all marketing, creative services, public relations, audience development, audience engagement, and sales. The Director of Marketing & Communications reports to the Managing Director and works closely with the Artistic Director and Director of External Affairs. Additionally, the Director of Marketing & Communications collaborates with other departments to advance the organization's long-term and day-to-day interests.

Roles & Responsibilities

The Director of Marketing & Communications plays the lead role in a broad range of data-inspired, detail-oriented, and deadline-driven activities that extend the Theatre's influence. Responsibilities include but aren't limited to:

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- Collaborate with the Managing Director and Artistic Director to ensure clear and accurate interpretation and activation of the organization's vision and direction, and with Senior Management Team to achieve strategic objectives
- Lead the planning and implementation of all marketing, public relations, publications, and sales programs to generate \$2 million in earned income through single ticket and season ticket sales annually
- Supervise and manage marketing, sales, communications, and customer-facing personnel, including recruitment, selection, training, and performance evaluation to achieve company goals and objectives
- Align the REP's collateral and voice with strategic plan, mission, vision, and annual revenue goals, all the while ensuring brand consistency across all channels
- Set revenue goals and maintain dynamic pricing and audience access strategies; direct sales strategy across all channels, including box office, website, telemarketing, and more
- Translate the REP's artistic work into marketable content, all in support of multi-channel campaigns
- Grow and maintain patron base, with great focus on increasing revenue and retention levels
- Create and execute strategic, holistic marketing, advertising, and communications plan for individual productions and the institution more broadly, working across departments to incorporate special events, development functions, facilities, education, and community programs
- Analyze earned revenue strategies and reporting to evaluate efficacy of specific tactics and strategies, and recommend appropriate adjustments to Managing Director
- Manage relationships with agencies and vendors, including PR, printers, and mail houses
- Develop and administer Board-approved expense budgets for Marketing and Communications department and prepare detailed projections throughout the season
- Participate in strategic oversight for CRM software

The Marketing & Communications Director

The preferred candidates will demonstrate:

- Intellectual curiosity, drive, enthusiasm, and a sense of humor
- Demonstrated success over 5+ years in planning, directing, and executing marketing, communications, and sales campaigns, especially in the live events industry
- Commitment to working with a group of diverse and talented employees, contractors, and partners
- Exemplary communications skills
- Track record of managing multi-million dollar budgets
- Knowledge of CRM systems (Tessitura a plus), pricing, forecasting, research, and metrics
- Proficiency on digital and social media platforms
- Spanish language proficiency is a plus

An Exceptional Opportunity

San Diego Repertory Theatre offers a salary of \$70,000—\$80,000 and benefits including paid vacation, employer-sponsored health insurance, employee-paid dental and vision insurance, and participation in 403b and FSA plans. The REP provides a diverse, congenial, and supportive environment conducive to professional growth.

Committed to diversity both onstage and among its staff, San Diego Repertory Theatre encourages applications from marginalized communities including Black, Indigenous, people of color, LGBTQIA+, women, neurodiverse, and people with disabilities. They invite interested applicants to review their EDI statement [here](#). The REP is an Equal Opportunity Employer (EOE) and will not discriminate on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, gender identity, genetic

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information, sex or sexual orientation, or any other protected category in its hiring and employment practices, or in any other aspect of the employment relationship.

Application Process

Robert Sweibel Arts & Culture Consulting is conducting this search on behalf of San Diego Repertory Theatre.

Qualified individuals are invited to submit a resume plus an expression of interest (video, audio, or letter) that speaks to accomplishments, skills, and characteristics that distinguish the candidacy. Please, no phone calls.

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Hiring Process

A review of prospective candidates will commence immediately and continue until the position is filled. All candidates of interest will be contacted. We regret that we're unable to follow up with every candidate.

Every applicant's materials will be reviewed by the Consultant. After reviewing all applications, the Consultant will conduct first-round interviews (to occur on a rolling basis) by phone or video. The Consultant will recommend applicants for further consideration to the Theatre's Managing Director and Director of External Affairs. Additional interviews with REP staff and select Board members, in a format to be determined, then will be undertaken. The process will continue until an appointment is made.

San Diego Repertory Theatre thanks you for your interest!