

TADA! DIRECTOR OF MARKETING (HYBRID)

OUR VISION: TADA!'s vision is that all young people grow up feeling successful, creative, confident, accepted, and accepting of themselves. Through the ability of people learning to express themselves well we can break down barriers of racism and inequality and create positive, active citizens.

OUR MISSION: TADA! Youth Theater's mission since 1984 has been to provide young people from different social, racial, economic, and cultural backgrounds with musical theater programs that inspire them to learn, be creative, and think differently through high-quality productions, positive youth development, and education programs. TADA! is a unique, Drama Desk award-winning nonprofit youth theater that produces original musicals for children, teens, and family audiences. TADA! offers a free, year-round, pre-professional training and a positive youth development program for the Resident Youth Ensemble (ages 8-18); musical theater classes/camps for the public; as well as musical theater residencies in NYC schools and community centers. Through TADA!'s high-quality work, young people's self-confidence and creativity are enhanced. They also develop advanced skills in leadership, communication, responsibility, collaboration, and problem-solving – skills that help with growing up and are essential to their success both in school and in life.

OUR VALUES:

- Musical Theater Passion
- Unique Programming
- Artistic Excellence
- Community
- Empowerment and Leadership
- Arts for All
- Professionalism
- Culture of Growth
- Nurture Creativity
- Fun

Please visit our [website](#), for individual descriptions of our values.

Purpose of the Marketing Department:

To support, communicate, and further the mission of TADA! Youth Theater by raising awareness and visibility, and increasing TADA!'s earned income for all programming (education, ensemble, and theater), so that TADA! can continue to grow.

Hours: Full-time, M-F 10AM-6PM

Reports to: Executive and Producing Artistic Director and Director of Education

Key Responsibilities:

STRATEGIC PLANNING, ADMINISTRATION, AND MANAGEMENT:

- Support, communicate, and further the mission of TADA! by maintaining and strengthening the organization's brand and profile, ensuring the integration of TADA!'s Equity, Diversity, Inclusion, and Justice values.
- Create, oversee, and execute the annual marketing budget, plan, and goals for each fiscal year, and coordinate with different departments to ensure its success
- Create, oversee, and execute the content calendar for all marketing campaigns
- Hire, train, oversee and manage Marketing staff, and ticket and audience services staff for all productions and events

PARTNERSHIPS, COMMUNITY OUTREACH & ENGAGEMENT:

- Research, identify and cultivate new relationships and partnerships with families, partners, publications, press, social media contacts, Alumni, schools, community centers, etc.
- Build, grow, and maintain new internal and external partnerships throughout the organization to advance cross-functional initiatives that can bring in new sales and increase audience engagement
- Cultivate and get to know our current audiences by assisting with in-person events and performances throughout the fiscal (e.g., open houses, final performances for classes & camps, school partnerships, shows, gala, events, etc.)
- Share digital and hard collateral/assets (e.g., postcards, flyers, brochures, etc.) with the TADA! community to increase awareness and encourage them to share with their networks and community

SALES & CUSTOMER SERVICE:

- Create, build, and maintain box office and discount plans for shows and events
- Promote and sell education programs, productions, group sales, and other TADA! events
- Identify and Coordinate outside event/performance opportunities for the Resident Youth Ensemble of TADA! (RYET) that will help promote the program and/or TADA!'s mainstage shows

DIGITAL & PRINT ADVERTISING, EMAIL MARKETING, & PRESS:

- Oversee and execute advertising plan and email marketing campaigns
- Create weekly in-house eblasts, digital ads, and print materials that promote all TADA! programs and events with Graphic Designer
- Serve as the primary point of contact with our Public Relations Consultant
- Create the playbill for each production and event
- Oversee Google Adwords and boost interaction including creating, updating, and analyzing Google ad word campaigns
- Capture photos and video of education and ensemble programs for promotional purposes, and keep an organized database of press-ready photos for institutional use and publicity purposes

SOCIAL MEDIA, WEBSITE, & DATABASE:

- Create, implement, and coordinate sharable content for TADA!'s social media accounts and website, promoting engagement with an eye towards informative and engaging content, as well as growing and diversifying TADA!'s audience.
- Assist with maintaining and updating TADA!'s website (e.g. copy editing, design feedback, pulling photos, reaching out to staff to get copy or information, etc.)
- Act as liaison with TADA! web developer on the current design, maintenance, enhancement, and troubleshooting issues
- Analyze and report website traffic, social media metrics, and email campaigns
- Remain current on new technology, trends, restrictions, and industry best practices
- Update and maintain databases (Salesforce & Click & Pledge) and Emma email service

***Other duties as assigned by Executive and Producing Artistic Director or Director of Education**

Qualifications:

- **Mission-Driven:** Possess a deep appreciation and enthusiasm for the organization's mission, vision, and values
- **Passionate:** Possess a passion for and interest in musical theater, arts education, and positive youth development
- **Experience:** A minimum of 2-3 years of experience in marketing, advertising, communications, and sales. Marketing experience does not have to be in theater directly.
- **Proactive Leader:** A self-starter with the ability to work autonomously and act independently while also inspiring, motivating, and managing the marketing team
- **Collaboration:** A commitment to working empathetically and effectively with others as part of a strong and close-knit team
- **Creativity and Innovation:** The ability to imagine, research, and implement new approaches, processes, and systems to achieve organizational goals
- **Customer-Focused:** Sales and customer service oriented with outstanding interpersonal skills
- **Goal-Oriented:** An ability to handle multiple deadlines, manage competing priorities, commit to closing loops and getting answers, be detail-oriented and work effectively with a sense of humor
- **Communication:** The ability to effectively communicate with compassion and intercultural sensitivity towards people of various identity markers and life experiences, understand the cultural climate, and build authentic relationships and rapport with others. Excellent verbal and written communication skills are critical to success in this role.
- **Arts for All:** A commitment and deep interest in diversity, equity, inclusion, and justice in all aspects of TADA!'s programming and initiatives
- Proficient in Microsoft Office, WordPress, Google Ad words, Facebook, Instagram
- Experience in Adobe Creative Suite (specifically Photoshop, Illustrator, and InDesign), Emma, and/or Salesforce - a plus!

TADA! Youth Theater is committed to building and fostering a diverse and inclusive workforce that is representative of our vastly diverse youth in our Ensemble program and school programs. Priority will be given to candidates who are dedicated to anti-racism and share our mission and vision above. Candidates from underrepresented racial or ethnic groups, people with disabilities, and LGBTQIA+ individuals are encouraged to apply. **COVID-19 Vaccination required.**

We are an Equal Opportunity Employer and do not discriminate on the basis of race, color, creed, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, or veteran status. We are actively looking to expand our staff with BIPOC candidates.

To apply, please email your cover letter and resume (a cover letter must be included to be considered) to kknowles@tadatheater.com and include the words Director of Marketing in the subject line. Salary range \$58,000 - \$62,000 plus benefits including employer paid health, life insurance, eye care, and dental; flexible spending, Aflac, 403(b), and paid vacation, sick and personal days.

All Employment offers are contingent based upon successful completion of a background check.

