

# Sr. Director of Marketing & Public Relations



## Job Description

Status: Full-Time, Exempt

### **ABOUT DALLAS BLACK DANCE THEATRE**

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Dallas Black Dance Theatre is an internationally recognized professional dance company that presents contemporary modern dance from the African American experience.

### **JOB SUMMARY**

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The Sr. Director of Marketing & Public Relations works collaboratively with the entire Marketing team to plan, develop and implement all Dallas Black Dance Theatre marketing, communications and public relations strategies and activities, both external and internal. The position directs and manages the efforts of the marketing department staff and coordinates the strategic and tactical initiatives required to achieve the sales and fundraising goals of the organization.

### **KEY RESPONSIBILITIES (NOT ALL INCLUSIVE)**

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- Responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the organization's image and position in the marketplace and public at the local, national, and international level.
- Ensure effective management of the marketing, communications, and public relations projects and staff.
- Develop short and long-term marketing/communications plans and budgets, monitor progress and evaluate/measure against financial goals/outcomes.
- Coordinate, plan and lead all activities for tickets sales initiatives, public relations, media relations, social media, photography, video, streaming, website, fundraising materials, and special event promotions.
- Coordinate, plan and lead all strategies for communicating key messages, managing the company's reputation, increasing institutional awareness, and its demographic, geographic and brand awareness.
- Work closely with the Executive Director and Artistic Director to plan, coordinate and implement marketing and publicity activities that support all DBDT season programs/performances, community outreach, touring, academy training programs, virtual programming, fundraising, special events and board assigned projects.
- Facilitate creation and oversight for all internal and external communications, including publications, press releases, media relations (print, digital and television).

- Responsible for editorial direction, design, production, quality control for all organization publications in all formats.
- Work closely with the Executive Director and Sr. Development Director to ensure that fundraising materials are effective and coordinate the company desired image and fundraising messaging.
- Ensure the desired image creation and coordinate the appearance and oversight of all DBDT branding and materials such as logo, brochures, letterhead, and boutique items.
- Ensure the articulation of DBDT's desired image, assure consistent communication of image and position throughout the organization, and assure communication, and implementation of brand management/control and requirements, both internal and external.
- Maintain a team/department climate that retains, attract, and motivates top quality personnel and volunteers.
- Identify methods to improve marketing department efficiencies and work effectively with cross-functional teams throughout Dallas Black Dance Theatre.
- Identify training and professional development opportunities for marketing staff.
- Provide coaching to staff to transform information into knowledge, provide direction, clarify roles, and relationships and build communication/workflow processes that help the department achieve success individually and collectively.
- Conduct relevant market research, monitor arts marketing trends, and provide thought-leadership to arts industry marketing and communications constituencies.

## **QUALIFICATIONS**

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- Bachelor's Degree Required (Communications, Marketing, Advertising, Public Relations, or Journalism) and 10 years minimum related experience and/or training; or equivalent combination of education and experience, preferably in the non-profit industry.
- Experience in arts and culture strategic marketing for traditional and digital audiences preferred.
- Demonstrated knowledge of computerized ticketing systems, accounting, and budget procedures.
- Experience in developing, training, and supervising direct reports.
- Advanced skills in utilizing Microsoft Office programs, social media platforms and website platforms.
- Experience with complex ticketing management systems (Knowledge of Tessitura is strongly preferred).
- Able to work flexible schedules including evenings, weekends, and holidays.
- Excellent verbal and written communication skills that include the ability to write creative and effective business memos and correspondence and proven experience in writing press releases and media announcements.

- Ability to effectively present information in one-on-one situations and make formal presentations to patrons, corporate and professional groups.
- Excellent skills in customer relations, issue analysis, understanding interrelationships and problem-solving.
- Ability to manage multiple projects with tight deadlines.
- Proficiency in knowledge and use of social media, analytics, and best practices for digital marketing.
- Proven ability and track record of training/developing and providing work leadership and team building with team.
- Self-motivated and self-directed leader, exceptional organizational skills, and able to work independently.
- Commitment to excellence in outcomes for all aspects of marketing, communications, and public relations activities.

## **COMPENSATION**

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Salary based on experience. Dallas Black Dance Theatre's benefits include employer-provided health, dental and vision insurance, life insurance, and a retirement plan.

To apply for this position, email your cover letter, resume and salary requirement to [jobs@dbdt.com](mailto:jobs@dbdt.com). No phone calls, please.