



Marketing and Sales Director Job Description

Lexington Children's Theatre

Posted: 8/29/24

Position: Marketing and Sales Director

Reports To: Managing Director

Compensation: \$42,000 - 44,000/year + \$7,000 benefits package (health insurance and retirement match)

FLSA: Exempt/Salaried

Full-time: 40 hours/week, some nights and weekends

About Lexington Children's Theatre:

Lexington Children's Theatre's mission is to create imaginative and compelling theatre experiences for young people and families. Our vision is to impart, explore, foster, and develop artistry at all levels and ages in every theatrical discipline and educational opportunity through inclusive, diverse, equitable, and accessible programming and practice.

Now in its 86th season, Lexington Children's Theatre (LCT) is the state youth theatre of Kentucky and serves over 60,000 young people and families in a season. LCT continually works to strengthen its dedication to arts accessibility through innovative ticketing models, sensory friendly performances, ticket subsidy, and Pay What You Will performances. We are committed to the values of equity, diversity, accessibility, and inclusion and have set goals and benchmarks to further our anti-racist trainings and practices. The organization maintains its dedication to the vitality of storytelling and the role it can play in the lives of young people. It is through diverse, engaging, and imaginative stories that theatre for youth will impact the futures of our young people in support of a better tomorrow.

About the position:

LCT is seeking a visionary, creative, and compassionate leader in our Marketing and Sales Director. This individual will be a skilled storyteller, excited to work with a team to tell LCT's story through engaging and authentic communication. Reporting to the Managing Director, the Marketing and Sales Director is responsible for providing innovative and strategic leadership for LCT's marketing, communications, and sales.

The ideal candidate will:

- Serve as the voice of the theatre, strengthening LCT's brand through marketing, social media, community engagement, and building relationships with community leaders.
- Strengthen the LCT brand as a pillar of culture and community via ongoing outreach efforts.
- Contribute to an organizational environment committed to growth, support, celebration, and curiosity.

The essential functions include, but are not limited to, the following:

Marketing and Sales

- Develop a strategic marketing plan based on previous sales, vision for the future, staff capacity, and patron data and oversee the theatre's various revenue streams with an eye towards increasing sales.
- With Managing and Producing Artistic Director, create and manage marketing and sales budget. Work with Sales and Outreach Manager and Managing Director to forecast and meet sales goals.
- Produce weekly sales report and communicate sales goals, successes, and challenges to the staff and Board of Directors.
- Develop, execute, and maintain all elements of integrated marketing and advertising mix, including paid and organic media, content management, and design.
- Build relationships with local media outlets and schedule and communicate all media interviews, appearances, and reviews.
- Collaborate with Patron Services Manager on social media strategy, content creation, and scheduling.
- Oversee www.lctonstage.org to ensure that all content is current; delegate changes and update as needed, working with Google Analytics and towards Search Engine Optimization (SEO).

Branding and Design

- Maintain consistency and creativity in all elements of LCT's visual identity including but not limited to show graphics, website design, social media, merchandise design, Playbills, and email marketing.
- Serve as creative director for show-specific marketing campaigns, coordinating photo and video shoots as needed.

Outreach

- Ensure that LCT is a supportive member of the Lexington community through participation in various events.
- Gather patron and participant feedback through surveys and distribute it to staff and lead LCT's community planning process.

Management

- Serve as direct supervisor to LCT's Marketing and Sales team including the Patron Services Manager, Sales and Outreach Manager, part-time Box Office Assistants, and Arts Administration interns.
- Interview and hire new Arts Administration staff as needed.
- Create staffing schedules for the Front of House and Box Office Staff.
- Work with Producing Artistic Director, Managing Director, and other staff as needed for strategic and season planning and to create season calendar.

Other

- Manage LCT's ticketing system, AudienceView.
- Assist with event hosting, Front of House for public and school performances, and Box Office as needed (some nights and weekends required).
- Work with Development Director to support fundraising efforts through communications plans, data collection, and social media support.

Knowledge, skills, abilities and preferred qualifications:

- Bachelor's degree or equivalent related professional experience.
- Experience managing a team.
- Outstanding written and verbal communication skills.
- Strong strategic, critical thinking and organizational/implementation skills.
- Ability to manage multiple projects and competing demands.
- Experience with analyzing sales data and trends and creating and managing revenue tracking tools.
- Ability to unite and collaborate with staff, stakeholders, and community leaders.
- Experience with Canva and Adobe programs including Photoshop, Illustrator, and InDesign a plus.

Compensation: The range of benefits includes fully paid medical insurance (\$7,000 a year), paid time off, paid sick days, cell phone allowance, and retirement plan with a 3% match from the company (up to \$1,320 per year).

To Apply: Applicants interested in applying for this position must email cover letter and resume by 9/15/24 to: lct.hiring@gmail.com

The interview process will consist of, at minimum, a 15-minute introductory interview via Zoom followed by an onsite interview with LCT staff. Further interviews with LCT's Executive staff and/or Board may follow.

Should you advance to a finalist for this position, successful completion of background screening will be required, including references.

No phone calls please.

Lexington Children's Theatre is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law. Members of underrepresented groups are encouraged to apply.