Silicon Valley Shakespeare (SVS) combines two of the world's most recognizable names: Silicon Valley, the vanguard of innovation, and William Shakespeare, the timeless storyteller. SVS invigorates the classics through innovative, relevant theatrical experiences that illuminate and inspire modern audiences. As part of our mission, SVS is actively working to foster diversity and inclusion through our programming, policies, and principles. Read more about our commitment to proactive diversification and inclusion [here](#).

SVS has grown significantly in the past few years and we are thrilled to move our Marketing Director position to full time. We seek a motivated, game-changing Marketing Director to help us bring SVS to new heights. We are a small but mighty crew looking for the next crucial member of our team. This position has the opportunity to significantly impact the growth trajectory of SVS and will be a key role in the company’s evolution. This position reports to the Executive Director and will manage and collaborate with the staff to ensure the success of this vital, vibrant organization in the Bay Area performing arts community.

The Marketing Director has responsibilities in multiple areas, including but not limited to what’s detailed below. Some responsibilities can be oversight rather than executed single-handedly by the Marketing Director, when hiring or volunteer recruitment are possible.

The Marketing Director will primarily focus in the following areas:

- **Marketing Strategy** – Proactively create, maintain, and continuously strategize on a marketing plan, calendar, and budget. Continue to evolve and improve our marketing best practices, overall strategy and execution, and other marketing related tracking systems and documents.
- **Promotion** – Publicize SVS’s efforts and offerings, such as theatrical productions, education programs, and fundraising efforts, including the donor program. Cultivate relationships with media contacts, new and existing patrons and supporters, and other arts-related organizations for cross-promotion and collaboration.
- **Growth and Analysis** – Prioritize growing SVS’s overall reach and track marketing data for ROI and future strategies. Provide regular reports on our engagement, trends, reach, etc.
- **Online Presence** – Maintain and evolve the company’s online presence, including but not limited to the SVS website, email blasts, and social media accounts.
- **Graphic Design** – As needed, develop and create promotional art.
- **Box Office** – Manage the box office, including ticket production, online ticket sales management, communications with ticket holders, accurate financial tracking, and manage box office staffing accordingly.
- **Branding** – Maintain and collaborate on the evolution of SVS’s brand identity. Plan, order, and track inventory and sales of merchandise.
- **Supervision** – Identify, hire, and coordinate any needed graphic artists, copywriters, website designers or developers, public relations specialists, and printers.
- **Database Management** – Maintain databases and mailing lists of artists, donors, members, patrons, and press contacts.
- **Collaboration** with SVS staff and board on continuous basis:
  - Partner closely with the Development Manager to align with development goals.
  - Collaborate with the Artistic Director to effectively represent the artistic vision.
  - Report to the Executive Director on a regular basis.
  - Attend SVS staff meetings and board meetings.
  - When necessary and at the discretion of the Executive Director, provide additional project management support where needed.
Marketing Director
Job Description

The ideal candidate:

- Has excellent writing skills, able to write succinctly, engagingly, creatively, and with minimal editing required. (We staunchly support Oxford commas and em dashes.)
- Is a detail-oriented, collaborative self-starter with the ability to understand various programs’ needs (performance, education, development).
- Is outgoing, enthusiastic, and can engage the public warmly, and staff, board, artists, and volunteers professionally. A team player.
- Is highly organized and experienced in creating and adhering to strategic plans and schedules.
- Has some flexible availability for select evenings and weekends to attend performances, staff/board/production meetings, and occasional special events.
- Imbued with a love for, or strong appreciation of, the performing arts.
- Has a bachelor’s degree in business, marketing, advertising, communications, or related fields OR 4-plus years of equivalent experience, preferably at a performing arts or other creative organization.
- Is able to commute to the San Jose area, but potential for remote work based on experience.
- Skills/familiarity with the following:
  o Constant Contact or similar email marketing software
  o Social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.); bonus points for experience with FB Creator Studio or other social media scheduling software
  o Wordpress or similar web design software; basic HTML/some CSS knowledge
  o Canva, Photoshop or similar design software
  o Google Ads/Analytics
  o Microsoft Suite and Google Suite
  o Video editing a plus, but not required
  o VBO or similar CRM software a plus, but not required

The nitty gritty:

- Must be able to provide their own technical equipment (computer, any accessories, etc.)
- Flexible PTO policy
- Healthcare plan offered
- Salary available upon request, with room for growth as SVS grows

Silicon Valley Shakespeare is an equal opportunity employer and does not, in any of its activities or operations, discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status.

Company information: https://svshakespeare.org/

For questions or to submit your resume and cover letter, please contact Annalisa Tkacheff, incoming Executive Director, at annalisa@svshakespeare.org.