



Marketing Director Job Description

ABOUT SILICON VALLEY SHAKESPEARE (SVS):

In 1999, [SVS](#) was founded with the mission of providing our community with economically equitable, professionally oriented theatre experiences, which remains central to our culture and identity today. Seasonally, we produce multiple free productions, and even at our few ticketed events, kids 17 and under always attend for free. In 23 seasons, we have served nearly 100,000 patrons, with free attendance to 62.5%, providing over \$1.7M in free admission to those in our community who would otherwise be shut out of the arts. As part of our mission, SVS is actively working to foster diversity and inclusion through our programming, partnerships, policies, and principles. Read more about our commitment to proactive diversification and inclusion [here](#).

SVS has grown significantly in the past few years, including moving multiple staff positions to full-time. With an annual operating budget of \$220K, we've prioritized investing in our small but mighty crew—62% of our budget goes directly towards payroll. As SVS grows, we are committed to continue prioritizing our people first: our staff and our artists alike.

ABOUT THE POSITION:

We seek a motivated, game-changing, full-time Marketing Director to help us continue bringing SVS to new heights. 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. Depending on the candidate, we are also open to being flexible around duties as needed.

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.
- **Email List Management** – Maintain mailing lists of artists, donors, members, patrons, and press contacts.
- **Collaboration** with SVS staff and board on a continuous basis:
 - Partner closely with the Development Director to align with development goals.
 - Collaborate with the Artistic Director to effectively represent the artistic vision.



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- 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.

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; demonstrated experience managing projects; experience with project-management tools/software a plus.
- 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 4+ years of professional experience, preferably at a performing arts or other creative organization OR has a bachelor's degree in business, marketing, advertising, communications, or related fields.
- Is able to commute to the San José area, but potential for remote work based on experience.
- Skills/familiarity with the following:
 - Constant Contact, Mailchimp or similar email marketing software
 - Social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.); bonus points for experience with Facebook Business Suite or other social media scheduling software
 - WordPress or similar web design software; basic HTML/some CSS knowledge
 - Canva, Photoshop, or similar design software
 - Google Ads/Analytics
 - Microsoft Suite and Google Suite
 - Video editing a plus, but not required
 - VBO or similar CRM software a plus, but not required

The details:

- Must be able to provide their own technical equipment (computer, any accessories, etc.)
- Flexible work hours / ability to choose your own schedule
- Flexible PTO policy and generous SVS company holidays
- Healthcare plan offered
- Salary starts at \$35K with room for growth as SVS grows

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