

Vice President of Marketing and Sales

Department: Marketing

Job Title: Vice President of Marketing and Sales

Reports to: President and CEO

Full-time, hybrid onsite with flexibility for agreed-upon remote work

Monday – Friday 9:00AM to 5:00PM, weekends and evenings for performances and events

GENERAL DESCRIPTION

The Vice President of Marketing and Sales is a member of the senior leadership team and reports directly to the President and CEO. The VP oversees all strategies for marketing and audience development at the Harris Theater, including media relations, branding, advertising, website, digital and social media, and ticketing sales operations for the Harris Theater. The VP of Marketing leads an average annual revenue goal of \$1.2M including ticket sales and fees.

As a vital member of the leadership team, the VP of Marketing and Sales collaborates in setting annual and long-term organizational goals, enjoys representing the Theater externally in the community, and advocates for a thriving company culture. This individual values collaboration, artistic integrity, an organizational culture of belonging, and respect, and brings these values into their day-to-day work.

DUTIES AND RESPONSIBILITIES

Marketing and Communications:

- Develops and leads marketing and advertising strategy, plan, and implementation.
- Devises major campaigns including web, print, and digital projects across each season.
- Leads communications and content development that authentically represents the Theater's mission and ensures consistent voice across both internal and external communications.
- Identifies and develops press and social media relationships that provide exposure for the Harris Theater locally, nationally, and internationally.
- Builds and leads best digital and content marketing practices while researching, evaluating, and assessing emerging trends.
- Fosters brand and communication strategies in collaboration with other key stakeholders such as the Board of Trustees, development and operations departments, visiting artists and companies, incorporating a holistic approach to the entire guest and donor experience.
- Oversees relationships and drives goals with contract and consulting vendors including public relations, web development and digital marketing, Tessitura Network, and graphic designer.
- Provides mentorship and reviews marketing strategy and ticket sales plan with the Resident Companies.
- Represents the Theater at Harris performances and events, industry and community convenings, conferences, and other settings to amplify the visibility of the Theater's mission and position the organization as a sector leader.

Database and Ticketing Operations:

- Primary liaison and collective bargaining manager for the Theater's IATSE Local 750 contract.
- Oversees the Director of Sales and Ticketing in ticketing operations, and promotes alignment with marketing priorities and revenue goals, customer service practices, and part-time personnel management.
- Oversees departmental and consortium database administration of the Theater's CRM – Tessitura. Is adept at navigating and using Tessitura and stays up to date on current/best practices for patron data management.
- Collaborates with the development department leadership team on the roadmap for the database, related equipment and applications, training needs, and website/purchase path optimization.

Organizational Management:

- Oversees departmental budget and priorities including ticket sales and handling fee revenue (\$1.2m), departmental expenses across Marketing and Ticketing Operations, and advertising expense/media spend for Harris Theater Presents. This includes forecasting and planning for each season and monthly reconciliation.
- Monitors and reports data-driven sales trends and audience development to the leadership team and Board of Trustees.
- Leads the Marketing team and sets clear and measurable individual revenue and audience development goals for each team member.
- In collaboration with the General Manager, documents and leads the organization's emergency communication plans internally and externally in support of the organization's Emergency Preparedness and Action Plans.
- Provides leadership to a diverse and talented staff, including the Director of Sales and Ticketing, IATSE Box Office Treasurer, Marketing Manager, Digital Content Coordinator; oversees contract and consulting support including public relations, digital marketing and web development, and graphic designer.

EXPECTATIONS AND EXPERIENCE

As a key member of the leadership team, the Vice President of Marketing and Sales is expected to:

- Uphold the Harris Theater's mission to be a home for music and dance and embody organizational core values of artistic integrity, collaboration, belonging, and respect.
- Collaborate in leadership team meetings and actively generate ideas and opportunities to engage in organizational best practices and mission delivery.

The ideal candidate will have:

- Minimum eight years of successful marketing, branding, and public relations experience including at least five years in a leadership position.
- Proven ability to create high-level marketing strategies that maximize earned income streams while supporting customer service initiatives.
- Acknowledged ability to lead and champion a successful team, encouraging individual goals and innovation in service of the overall departmental and organizational goals.
- Demonstrated record of knowledge and experience working with diverse audiences and cross-sector marketing and digital engagement that results in the broadening of the Theater's audiences.
- Outstanding verbal, writing, editing, and presentation skills with demonstrated proficiency in writing for senior executives and the media.
- Interest in supporting organizational and departmental diversity, equity, inclusion, and access initiatives and a personal desire to explore and share how you believe the Harris Theater can best prioritize DEIA in service of the Theater's mission.
- Drive and charisma necessary for dynamic constituent and press communications.
- A true collaborator who can be a thought leader and advisor to the CEO, and a leading voice as part of the senior leadership team.
- Experience in performing arts is preferred.
- Knowledge of website, app design, CRM management, e-commerce, ticketing software, and
- Experience with Tessitura or other ticketing databases is highly desirable.
- BA preferred with an emphasis in marketing, journalism, communications, social media, or related subjects

SALARY RANGE

The salary range for this position begins at \$110,000 per year plus a benefits package including medical, dental, vision, short-term and long-term disability, and life insurance, and company contribution to 401k. Please submit a cover letter and resume to hire@harristheaterchicago.org. No phone calls, please.

The Harris Theater is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, veteran, national origin, or disability status or any protected characteristic as outlined by federal, state, and local laws.

Any new hire of the Harris Theater will be required to be fully vaccinated against COVID-19 and will be required to complete the ***Harris Theater COVID-19 Vaccination Disclosure Form*** during the initial onboarding with the Director of Human Resources. Medical and Religious Exemption form made available upon request.

This policy is being instated based upon current public health guidance, our need for employees to physically be onsite at the Theater and Theater office premises to support standard and performance operations, and the current increase of COVID-19 cases within our immediate area along with the unpredictability of the current COVID-19 variant in addition to the potential of other variants.

The Harris Theater reserves the right to evaluate and modify this policy at any time based on current public health guidance and industry standards.