



## Job Description

### Marketing Director

**Description:** The Marketing Director advances the mission of the Wortham Center for the Performing Arts (WCPA) by growing revenue, expanding the customer base, and increasing visibility for the organization and its programs.

**Wortham Center for the Performing Arts** is in the heart of vibrant downtown Asheville, N.C. and is active year-round. Wortham Center includes the 500-seat **Diana Wortham Theatre**, which opened in 1992, along with the 100-seat **Tina McGuire Theatre** and the mixed use **Henry LaBrun Studio** which both opened in September 2019, providing increased opportunities to expand Wortham's impact in the community.

Wortham Center presents a series of critically acclaimed touring artists, a robust education program for all ages, and is the home venue for more than 40 local organizations as well as being used by commercial promoters and civic organizations. The organization continues to expand programming and services for the benefit of residents and visitors to Western North Carolina.

#### **Responsibilities:**

**Reporting to the Managing Director, the Marketing Director is a senior staff position and will plan, implement, supervise and evaluate activities which meet or exceed revenue, audience, and visibility goals for the Wortham Center for the Performing Arts through:**

#### **Strategic Leadership and Branding:**

- Develop and implement the strategic marketing and communications plan for the Wortham Center ensuring alignment with organizational objectives and revenue goals
- Collaborate with other departments within Wortham to ensure cohesive and integrated communication efforts that support the overall mission and objectives
- Ensure consistency of messaging
- Conduct marketing research and analysis to identify trends, optimize strategies, and inform decision-making
- Set and analyze key performance indicators and report on campaign effectiveness, providing analysis and data-driven recommendations for improvement
- Cultivate thriving relationships with media outlets to secure positive coverage and publicity
- Ensure the Wortham Center engages all sectors of the community with close attention to equity, diversity, inclusion and accessibility principles

#### **Audience Development and Sales:**

- Generate engaging marketing content across various platforms, including digital, print, and social media, to attract and retain patrons
- Identify new audience segments
- Identify opportunities to improve the customer experience
- Foster collaborations and partnerships with local businesses, schools and community organizations

- Coordinate the creation of the Wortham Presents season brochure, playbill, program inserts, posters, season video and/or music files, and special event flyers for all Wortham activities, and other special events
- Assists and advises outside users of the Wortham Center on marketing strategy as needed
- Oversee current and solicit new playbill advertisers to meet and exceed revenue goals

#### **Digital Marketing and Communications:**

- Build and maintain relationships with local media outlets, securing press coverage for significant events, rental promotions, and community collaborations
- Oversee media season sponsorship agreements to secure paid and comped digital, print, and radio ad placements
- Generate media releases about events at Wortham
- Oversee the email and newsletter process and monitor metrics
- Stay updated on e-marketing trends and conduct customer surveys to drive engagement
- Direct, coordinate and monitor all social media
- Oversee the website and ensure information is current and accurate, user-friendly, optimized for search engines, and accessible to all visitors
- Plan and manage digital ad campaigns, maintaining budgets and targeting parameters to optimize reach and conversions

#### **Philanthropy and Education Support**

- Lead marketing efforts for educational programs, incorporating print, digital, and community outreach strategies to boost enrollment
- Work closely with Development team to ensure cohesive and effective campaign messaging
- Partner with various departments to promote special events, campaigns, direct mailings, and marketing materials

#### **Operational Leadership:**

- Recruit and lead marketing department staff and independent contractors
- Prepare and oversee the annual marketing budget aligning resources with organizational goals and monitoring expenses.
- Provide oversight and support for Wortham's ticketing services to ensure high level of customer service and accurate data collection and analysis
- Represent Wortham Center in the community and on national and regional platforms related to the role
- Take an active role in the overall operations of Wortham Center

#### **Qualifications:**

- Minimum bachelor's degree in marketing, business, or a related field from an accredited college or university
- Four or more years related work experience, including two years in a supervisory or managerial role
- A passion for the performing arts and ability to be conversant in one or more art forms
- Knowledge of audience development process and design
- Proven success designing and managing marketing campaigns

- Understanding of and experience with grant procurement, fulfillment, and reporting
- Excellent communication, public speaking and interpersonal skills
- Stellar writing and editing skills with demonstrated ability to craft persuasive and clear communications aimed at a variety of audiences
- Curiosity, energy, enthusiasm and a desire to seek further knowledge and professional growth
- Proven ability to manage and prioritize competing responsibilities
- Solid analytical and problem-solving skills, with the ability to work independently
- Proficiency with Microsoft Office, Adobe Creative Suite, WordPress, iContact, spreadsheet, database, and presentation software
- Ticketing and CRM systems experience is preferred but not required.
- Previous experience in the performing arts is preferred but not required

**Special Considerations:**

- Will often be required to walk, stand, sit, and lift up to twenty-five pounds
- Requires a valid North Carolina Driver's License and clean driving record
- Ability to work with minors
- Variable hours with night and weekend work required, based on project and performance schedules
- Periods of high volume/workload may be required

The position target start date is March 11, 2025. Wortham Center for the Performing Arts offers a competitive salary of \$65,000 - \$75,000 contingent on experience and qualifications, and excellent benefits such as health, dental, life insurance, Flexible Spending Account, parking, and a generous paid time off policy. The Marketing Director is an in-person, full-time exempt position.

Wortham Center is a nonprofit organization that operates in Fiscal Year 25 with a \$2.2m budget, with 76% earned revenue and 24% contributed revenue. The organization employs 12 full-time and 45 part-time employees, as well as 100 volunteers, and operates with a 14-member board of directors.

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of the position given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

**Application:**

Submit a cover letter and current resume as one document to [opportunities@worthamarts.org](mailto:opportunities@worthamarts.org) by February 7, 2025. Please use "Marketing Director" as the subject line. No calls or drop ins.

The successful candidate for this position will be subject to a comprehensive pre-employment background check, including but not limited to social security verification, education verification, national criminal background checks, motor vehicle checks, PATCH, FBI fingerprinting, Child Abuse Clearance and credit history based upon the requirements of the position.

WCPA is an equal opportunity employer and does not discriminate based on race, color, marital status, religion, gender, gender expression, age, sexual orientation, veteran status, national origin, genetic information or physical or mental disabilities that do not hinder performance of essential job tasks.

WCPA is committed to recruiting, supporting, and fostering an equitable, diverse, and inclusive community of outstanding staff members and volunteers. Those who share this goal are encouraged to apply.