

# THEATRE FOR A NEW AUDIENCE

## POLONSKY SHAKESPEARE CENTER

### DIRECTOR OF MARKETING & COMMUNICATIONS

Available Immediately

Position: Director of Marketing & Communications

Reports to: Founding Artistic Director

Date: November 11, 2021

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#### About Theatre for a New Audience

Founded in 1979 by its artistic director, Jeffrey Horowitz, Theatre for a New Audience (TFANA) is a nationally and internationally recognized theatre whose mission is to develop and vitalize the performance and study of Shakespeare and classic drama.

After more than 30 years of being itinerant, TFANA designed and opened in 2013 its first permanent home, Polonsky Shakespeare Center, in downtown Brooklyn. The heart of PSC is the 299-seat uniquely flexible Samuel Scripps Mainstage and the 50-seat Theodore Rogers Studio. Pre-pandemic at PSC, TFANA mounted four to five productions annually, and served an audience of 30,000–50,000 patrons each season. After 19 months of closure, TFANA began live performances again on October 30, 2021 with the New York premiere of Will Eno's *Gnit*, directed by Oliver Butler. *Gnit* is Eno's new reimaging of Ibsen's *Peer Gynt*.

TFANA is dedicated to building a culturally diverse and equitable environment and strongly encourages applications from underrepresented populations. The position will remain open until a diverse and qualified pool of candidates is identified.

#### *TFANA Values and Strategies*

TFANA is guided in its work by five core values: a reverence for language, a spirit of adventure, a commitment to diversity, a dedication to learning, and a spirit of service. These values inform what we do with artists, how we interact with audiences, and how we manage our organization. We are dedicated to the language and ideas of writers. We infuse our work with adventure—provocative ideas and visual boldness—and, with Shakespeare as our guide, to an ongoing exploration of the ever-changing forms of world theatre. We are committed to diversity—diverse approaches to plays, diversity on our staff, in our casting and audiences, and multifaceted relationships with uniquely different communities. Learning is a fundamental principle of the Theatre, and we value learning as a process that takes place over time. We are dedicated to service. Inspired by our civic role, we seek to create broad public access and to bond the diverse New York community through the language, pleasure, and ideas of classical drama. To advance our mission and values, Theatre for a New Audience:

- produces Shakespeare side by side with other classics and contemporary plays, creating a dialogue over centuries about our contemporary world.
- builds long-term associations with national and international artists and offers programs for their growth and ongoing development.
- promotes the humanities by presenting dynamic discussions with leading artists and thinkers in conjunction with the plays we present.
- programs for wide-ranging audiences—from connoisseurs of diverse repertory to young people who are seeing groundbreaking productions for the first time.
- promotes access for diverse audiences by offering economically priced tickets.
- provides rich arts-in-education programs, including teacher training and one of the largest in-depth programs in New York City to introduce Shakespeare to Public School students.
- uses its facilities and intellectual resources to serve the local artistic, educational and social communities where the Theatre operates, and contributes to the international theatre community through touring, artistic exchanges and partnerships.

For more information, visit [www.tfana.org](http://www.tfana.org) and see the About Us and Production History tabs.

### **About the Position: Director of Marketing & Communications**

The Director of Marketing & Communications is a results-oriented leadership role overseeing earned revenue, audience development and retention, and brand awareness efforts. The Director of Marketing leads the team on traditional and digital advertising, CRM, direct mail and email marketing, data analysis, and reporting. This position has two direct reports: the Marketing Manager and the New Deal Coordinator.

#### **Responsibilities**

- Develop, execute, and report on all integrated marketing efforts that drive awareness and revenue.
- Oversee all efforts and campaigns via paid and owned social, traditional and digital advertising, direct mail, and email.
- Manage departmental budget, invoices, and forecasting.
- Develop and define patron journey and work with internal teams to move segments up the chain.
- Supervise and manage the work of external graphic designer and design associate on key art and campaign assets.
- Liaise with external PR firm on press strategy, press releases, interviews, photo-shoots, and press performances.
- Set KPIs with Founding Artistic Director. Track metrics and analytics, monitor trends, and provide weekly, project-based, and year-over-year reporting.

- Oversee photography, videography, and recordings of artistic programs in coordination with Artistic team.
- Nurture lock-step coordination with general management and box office operations.
- Supervise the maintenance and development of TFANA's website.
- Directly manage the work of the Marketing Manager and New Deal Coordinator.

### **Qualifications and Traits**

- 8+ years of experience working in marketing, communications, and/or advertising, and a deep knowledge of and passion for theatre.
- Comprehensive knowledge of marketing and communications best practices.
- Experience leading cross-functional teams, as well as agencies and vendors.
- Professional experience working with OvationTix, Spektrix, or other ticketing software; WordPress or other CMS platforms; Microsoft 365, Adobe CC applications (especially InDesign and Photoshop) and HTML.
- A collaborative, inquisitive leader who possesses effective project and time-management skills.
- Trustworthy and credible with a high degree of integrity.
- Ability to quickly adjust to unexpected shifts in priorities and workflow.
- Must be available for occasional evening and weekend hours when there are events.

### **Compensation**

Compensation commensurate with experience, ranging from \$77,000 - \$87,000. Benefits offered include medical, Life and long-term disability insurance, paid time off, and voluntary pre-tax programs for retirement (403[b]), dental, Transit and FSA.

### **To Apply**

Applicants for this position should send a full cover letter and resume, in a single PDF attachment, to: [jobs@tfana.org](mailto:jobs@tfana.org)

**Please use "Director of Marketing" in the subject line of the e-mail.**