

Position Description:
Associate Director of Marketing and Communications
Full-time, Exempt

The Opportunity

California Shakespeare Theater (Cal Shakes) seeks a strategic, analytical, and collaborative **Associate Director of Marketing and Communications (ADMC)** to support institutional growth.

The ADMC implements, tracks, and analyzes successful marketing, communications, sales, and audience development, strategies for our artistic, educational, and engagement programming. The ADMC is responsible for: planning and executing subscription, single ticket, telemarketing, group sales, and Artistic Learning (our education program) marketing campaigns; media relations; audience development efforts; conceiving and executing cross-promotions; supporting customer service efforts; and overseeing staff who create and curate all print, social media, and digital collateral.

The ADMC supervises three full-time staff (Box Office Manager, Publications Manager, and Art & Web Director), as well as marketing contractors including a telemarketing firm, photographers, and videographers. The ADMC reports to the Managing Director (MD) and works closely with the Marketing Consultant (MC). The successful candidate will thrive in a creative, fast-paced, collaborative, and inclusive environment.

The Organization

Our mission: *Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.* We are a nationally recognized regional theater with offices in Berkeley, an outdoor performance venue in Orinda, and education and community programs throughout the Bay Area. Cal Shakes expands access to and relevance of the arts by fostering a participatory culture among a diversity of audiences, artists, and learners throughout the Bay Area.

We have an inclusive work environment and actively embrace a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our communities to apply.

Essential Duties & Responsibilities

- Design and implement marketing, communications, and sales campaigns
- Develop pricing strategies
- Oversee the development of all Cal Shakes collateral
- Oversee institutional messaging

- Serve as liaison with other departments served by marketing department
- Conduct campaign analysis and market research
- Serve as media liaison, distributing press releases, photos, and opening night invitations
- Coordinate company speaking engagements
- Manage department budget, tracking department spending and revenue
- Participate in institutional planning efforts, including strategic planning
- Supervise marketing staff and contractors

Qualifications:

You are an ideal candidate if you:

- Have a minimum of five years of professional experience in arts marketing, and three years of experience managing a team
- Share with us a respect for diverse backgrounds and voices and a commitment to inclusion and equity
- Enjoy working in a creative, collaborative, fast-paced atmosphere and contribute to the creation of a positive work environment
- Enjoy managing a team
- Work collaboratively, effectively, and efficiently
- Are analytical, self-starting, and a problem-solver
- Possess excellent project management and time management skills

Special Environmental Factors:

- At the Administrative offices: work in an office environment, sustained posture in a seated position for prolonged periods of time. Open, lively office setting.

Supervision: Managing Director

This is a full-time, exempt position.

To apply: Email your cover letter, resume, and salary requirements to opportunities@calshakes.org.