

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

Position Title:

Director of Marketing & Communications

Full-time, Exempt

Position Overview

California Shakespeare Theater (Cal Shakes) seeks a strategic, collaborative, and adaptive **Director of Marketing & Communications** (DMC) for a high-productivity department serving all of the Theater's programs and activities. These include, but are not limited to: a seasonal four-play Main Stage season at the Bruns Amphitheater in Orinda; year-round education programs offered throughout the East Bay; and community engagement offerings, as well as other programming and events, presented at the Bruns and in communities throughout the Bay Area. This position is responsible for leading marketing, communications, audience development, sales and promotional strategy, media and public relations, social media, website and other digital content, institutional and project specific branding, graphic design, ticketing services, patron experience, and customer service. The Director of Marketing & Communications develops and executes strategies to generate all earned ticket revenues for the Theater (approximately \$1.6M).

The DMC is a full-time, year-round position responsible for supporting the highest strategic priorities of the theater and serving as a member of the Theater's senior leadership team. Under the leadership of Artistic Director Eric Ting, Cal Shakes has implemented a new strategic plan and developed innovative programs and initiatives that require robust marketing and audience development platforms. The DMC will develop a plan to attract and retain broader and more diverse audiences/participants to support these ambitious efforts, while maintaining and deepening relationships with existing audiences/participants. The DMC will also work closely with the Director of Philanthropy and both Marketing and Philanthropy teams to collaboratively develop holistic strategies that support patron engagement, loyalty and investment, as well as community building in general.

The ideal candidate will share the institutional values of equity, diversity, and inclusion, have previously demonstrated commitment of those values, and will possess understanding and self-awareness of power and privilege.

The DMC reports to the Managing Director and supervises the Publications Project Manager, Art and Web Director, Director of Ticketing Services, and Front of House Manager (seasonal).

The Organization

Description: With offices in Berkeley, an outdoor main stage performance venue in Orinda, 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. California Shakespeare Theater strives for an inclusive work environment and works to 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 community to apply.

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.



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Equity, Diversity, and Inclusion (EDI) Statement: At Cal Shakes, we believe that equity is a practice. Our actions—both onstage and off—can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We work to dismantle systemic bias by actively including, reflecting, and creating opportunities for our diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.

Essential Duties and Responsibilities

Marketing, Audience Development, and Brand Strategy and Management

- Develop, implement and track marketing and sales strategies to achieve earned revenue and audience development goals.
- Lead season and individual show campaigns, including direct mail, email, telemarketing, promotions, and advertising.
- Develop, implement, and regularly evaluate pricing and promotional strategies to effectively address both revenue and audience development goals.
- Shape public perception and increase visibility and awareness of the Theater and all of its programs through development, execution, and refinement of brand identity.
- Develop key institutional messaging.
- Collaborate with Publications Manager and Marketing Team to develop and produce all Cal Shakes publications and collateral materials, including website, brochures, posters, postcards, ads, signage, electronic media, telephone sales scripts, press releases, email newsletters, educational study guides, and program books.
- Research and implement media buys and collaborate with the Philanthropy team to develop media and other cross-promotional sponsorships.
- Collaborate with Director of Ticketing Services to manage of box office and front of house operations to drive sales, ensure warm and efficient service, and high customer satisfaction.
- Coordinate audience development and access outreach events, including Open Caption nights.
- Direct marketing efforts to support Artistic Learning programs, including Summer Shakespeare Conservatories, Student Discovery Matinees, and classroom residencies; as well as Artistic Engagement programs both at the Bruns and in community, and additional earned revenue streams such as facilities rentals, concessions, and retail.
- Collaborate with the Philanthropy Department to coordinate efforts and develop holistic loyalty strategies.
- Partner with Director of Evaluation to develop plans for patron and market research and analysis to drive strategic decision-making.
- Develop and support institutional partnerships.



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Publicity and Public Relations

- Develop and implement annual publicity campaign.
- Pitch features to both local and national press.
- Write and distribute all press-related correspondence to appropriate media outlets including, but not limited to: News releases, Calendar listings, PSAs, and publicity and production photos.
- Schedule and supervise all photo shoots, interviews, and any other media relations.
- Cultivate and maintain effective relations with media and act as contact for all press opportunities, and field media requests.
- Maintain updated press archives.
- Ensure timeliness and accuracy of online press room with web designer.
- Coordinate speaking engagements and serve as company spokesperson where appropriate.
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Administrative

- Work with the Managing Director to develop earned revenue goals.
- Develop budgets, work plans, and calendars for each event and campaign; monitor the progress of each, and adjust plans when necessary.
- Participate with designated staff and Board in strategic and long-range planning; prepare reports, plans, and projections.
- Work with Director of Ticketing Services to develop and maintain tickets sales systems and records; ensure the accuracy of ticket revenue reports; provide reports.
- Work with Box Office to maintain accuracy of records in CRM system.
- Facilitate weekly team meetings.
- Track all department spending and provide timely updates to senior management and the Business office; code all receipts for payment.
- Negotiate or supervise negotiation of contracts with outside vendors for direct mail, photography, telemarketing, merchandise, design, and printing services; ensure competitive pricing and work quality.
- Hire, train, manage, and evaluate the performance of all marketing, box office, patron services and house staff.
- Cultivate an innovative working environment that enables growth in new technology and marketing practices to ensure the Theater's vitality



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Other

- Attend performances to assure service quality control onsite and fulfill VIP and hospitality duties.
- Support fundraising efforts of the Theater, including attendance at fundraising events, partnering on cross promotional, media, and other marketing related sponsorships, and generally helping to build relationships with individual and institutional donors.
- Develop and maintain relationships with local business and arts leaders to enhance awareness of and engagement with Cal Shakes programming.
- Attend community civic and cultural events; represent the Theater as needed.
- Assist with relations with catering service to ensure positive “front of house” experience.
- Work with AD and MD to respond to customer complaints and letters.
- Communicate updates, changes, cancellations to patrons.

Qualifications

You are an ideal candidate if you:

- Are an experienced manager and team builder
- Possess excellent communication skills—written and verbal
- 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
- Have proven initiative and goal-oriented innovative thinking
- Are flexible with the ability to work independently and as part of a team
- Are a self-starter, problem-solver, and independent thinker
- Have excellent project management, multi-tasking, and time management skills
- Possess a collaborative nature and strong interpersonal skills
- Have a genuine passion for and knowledge of the theater
- Are both strategic and analytical
- Enjoy working at the conceptual level as well as the implementation phase
- Are proficient with modern computer technology

Special Environmental Factors

- There are two locations (occasionally travel is required between them). This position will primarily work from Berkeley but will require regular visits to the theater during the performance season:
 - o Berkeley: Fast-paced, open office environment, frequent interruptions, background noise. It shares space with shops that use industrial products and power tools
 - o Orinda: Outdoor theater space with hills, uneven terrain, and environmental factors (wind, weather, etc.)
- Some areas in both locations have limited accessibility, please feel free to ask for more specifics
- Some evening or weekend hours may be required, particularly during the performance season

Supervision

Reports to the Managing Director

To apply online, [CLICK HERE](#) or send resume and cover letter to: opportunities@calshakes.org with subject line: “Director of Marketing and Communications Search.”



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