



PACIFIC CONSERVATORY THEATRE

Pacific Conservatory Theatre (PCPA) seeks an empathetic and strategic arts marketer for the role of Director of Marketing. This leader will have a passion for community engagement, team-building and strategic thinking to help guide the overall storytelling of the organization's brand and productions.

Who is PCPA?

PCPA is a professional conservatory theatre, committed to reflecting and transforming our diverse community with the art of live theatre. We believe that the theater has a vital role and responsibility in the community to enrich cultural literacy and improve the quality of life. We commit to serving our current audience, cultivating our future audience and training the next generation of theatre professionals. We aspire to adhere to the best theatrical traditions and to set new standards of excellent artistry, ethics, and professional practice for the future of the theatre.

Since our founding in 1964, PCPA has been the only resident professional theater company on the Central Coast and boasts the only conservatory program of its kind in a community college. PCPA's inception was catalyzed by the impulse of Allan Hancock College President Walter Conrad, "Because we are geographically isolated from population centers where artistic experiences are readily available to our students and our college patrons, we have an obligation to develop such experiences on this campus." Today, PCPA is a team of over 50 theatre professionals dedicated to enhancing community life and advancing the art of theatre from the studio to the stage. Over 100 students are trained each semester in acting and technical theatre. The tradition of the expert craftsman passing on their knowledge through daily practice of the art is as ancient as the arts themselves. In this tradition we work from experience to knowledge, rather than just from knowledge to experience - following the observation that "in the end we retain from our studies only that which we practically apply" (Goethe).

PCPA programs 7-9 productions each season across three spaces and two cities: the Marian Theatre & Severson Theatre in Santa Maria, California, as well as the Solvang Festival Theater in Solvang, CA. Our productions are typically a mix of musicals, new plays, and classics.

At PCPA we believe that diversity makes us stronger, enriches our art, and is a source of joy. We believe that our understanding of the principles of Equity, Diversity, and Inclusion must continually grow and be actively practiced in our behavior and relationships. We will maintain a safe and welcoming working environment, free from any aggressions, and will interrupt

behaviors that hinder our efforts to create an equitable, diverse and inclusive environment. We will make space for open communication that enhances relationships with all staff and community members, particularly those belonging to historically marginalized groups. PCPA is committed to anti-racism and prohibits discrimination against anyone based on factors including, but not limited to: race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing.

We commit to serving our community by inspiring our current audience, cultivating our future audience, and preparing the next generation of theatre professionals.

Who is in Leadership?

Mark Booher (he/him/his), Artistic Director/Associate Dean

Director of over 25 productions including: *Peter Pan*, *Vanya and Sonia and Masha and Spike*, *Beauty and the Beast* (two times), *The Whipping Man*, *The Penelopiad*, *The San Patricios* (world premiere), *Clybourne Park*, *The Wizard of Oz*, *A Christmas Carol*, *The 39 Steps*, *The Lion, the Witch, and the Wardrobe*, *Ragtime*, *Godspell*, *The Importance of Being Earnest*, *Picasso at the Lapin Agile*, *Guys and Dolls*, *Hamlet*, *Someone Who'll Watch Over Me*, world premieres of *A Servant of Two Masters*, *A Flea in Her Ear*, *Invierno*, and *The San Patricios*, and numerous InterPlay readings. Fight Director for over 40 productions. Actor: *The Crucible*, *Richard III*, *All My Sons*, *Macbeth*, *A Midsummer Night's Dream*, *Light Up the Sky*, *The Winter's Tale*. Other Theatres: Director: Geva Theatre Center, California Shakespeare Festival, American Conservatory Theater - MFA program, CSU Fresno and others. Actor: American Conservatory Theater, Oregon Shakespeare Festival, San Jose Stage Company, Sacramento Theatre Company and others. Panelist: for Theatre Communications Group's National Conference, Fall Forum and Fox Foundation Fellowships. Awards: Santa Barbara Independent "Indy" awards for direction of *Ragtime* and *The San Patricios*. Training: BA, CSU Sacramento; MFA, UC Irvine

Jennifer Schwartz (she/her/hers), Managing Director

Other Theatres: Finance and Administration Director, San Jose Repertory Theatre; finance positions with SFJAZZ, The San Francisco Film Society, and The Paul Dresher Ensemble; Associate Managing Director, Yale Repertory Theatre where she produced The Special Events Series featuring Don Byron, Meredith Monk, and Guillermo Gomez-Pena. Other: New Line Cinema, Paramount Pictures. Consultant for Bay Area nonprofits: The Magnes Museum, Southern Exposure, Prison Law Office, Glide Community Housing, Root Division, We Care, World Savvy, and Youth Speaks. She is an award-winning playwright, screenwriter, and founder of San Francisco Stage & Film, a non-profit organization that produces works by and about under-represented communities. Also, produced The Women's Comedy Show for public radio and received an NEA grant to take the show to a national audience. Served as a panelist for the California Arts Council. Training: MFA, Yale School of Drama.

What will you do?

Reporting to the Managing Director, the Director of Marketing is responsible for creating, developing and implementing all marketing and promotional aspects of the PCPA season to

increase revenue from ticket sales and other earned income. As a member of the senior leadership team, the Director of Marketing will play a key role in developing and supporting the culture and future plans of the organization. The following positions report to the Director of Marketing: Social Media and Graphics Manager, Group Sales Manager/Media Buyer, Media Relations & Communications Manager, Box Office Manager and House Manager.

Areas of Accountability

Strategy

- Develops and executes patron loyalty path including retention strategies to support patron retention and to increase diversity.
- In collaboration with the Managing Director, develops marketing budget and maintains expenditures within budget.
- Participates at Senior Staff meetings to ensure coordination of marketing efforts with Business, Production and Conservatory areas, PCPA and AHC management policies, and Solvang Theaterfest activities.
- Develops and leads all ticket and media campaigns via digital, print, press and direct mail.
- Generates and manages PCPA's sales projections and corresponding pricing and inventory strategies to maximize revenue and motivate the sales team while maintaining the fiscal health of annual operations.

Sales

- Supervises, develops and implements image/theme for PCPA promotional pieces, including brochures, posters, flyers, advertisements, lobby signs.
- Collaborates with the Development department, on sponsorships to assist with raising contributed income.
- Supervises the advertising sales program.
- Supervises creation of marketing materials for the Conservatory.
- Manages the merchandise program.
- Leverages the ticketing software to drive ticket sales, advance audience development and deepen overall audience engagement.
- Develops single ticket sales boosters throughout the seasons, as well as season ticket package and subscriber boosters, including telemarketing.

Management & Leadership

- Directs front of house and box office activities.
- Organizes marketing staff assignments to maximize efficiency and effectiveness of the department.
- Supervises the implementation of new technology to advance the organization's goals and to measure the success of marketing, communications and public relations campaigns.
- Attends EDI, sexual harassment, anti-bias, anti-racist and other Human Resource trainings and workshops.

- Works in a manner consistent with understanding and demonstrating inclusive behaviors; maintains a safe and welcoming working environment; and interrupts behaviors that hinder PCPA's equity, diversity, and inclusion efforts.
- Solicits promotional ideas from staff, management, and community supporters; does analysis, and holds brainstorming sessions and focus groups to include a diversity of voices in the creation of a marketing strategy that increases revenue.
- Works closely with the Artistic Director/Associate Dean and Managing Director to ensure transparent information sharing within the marketing department, with other PCPA departments and Solvang Theaterfest.
- Performs other duties as deemed necessary by the Artistic Director/Associate Dean and Managing Director of PCPA.

Work Conditions:

- Ability to work in an environment where there are frequent interruptions.
- Ability to travel to other offices or locations to attend meetings or conduct work.
- Ability to work some evenings and weekends.

Who are we looking for?

The Director of Marketing is a vital link to the community and must have superior interpersonal skills with the ability to interact effectively and productively with the community and local business leaders, potential donors, Boards of Directors, the news media and the public at large. The ideal candidate will be a data-driven decision maker, a strategic thinker and a transparent and motivating team leader. The next Director of Marketing will have expert understanding of digital marketing strategies and tactics, including social media, website design and CRM management. Additional areas of expertise will include people and team management, digital media, analysis and assessment, high technological capacity and interpersonal and mass communications.

Essential Skills

- A basic knowledge of theater performance, history and production practices.
- Knowledge of comprehensive marketing theory and practice especially in new media, new market development and arts/culture marketing.
- Proven track record of meeting or exceeding revenue goals.
- Excellent communication skills – written, oral and visual.
- Excellent organizational fiscal management and budgeting skills.
- Strong leadership skills to lead a team with transparency and accountability and to empower others to succeed.
- Education and training on and demonstrated commitment to anti-racism, equity, diversity and inclusion practices.
- Ability to work under pressure and adapt to changing priorities.
- Strong managerial, time and project management skills.
- Special events, publicity and public relations management.
- Fiscal management & budgeting.
- Management experience, including staff supervision and management.

- Knowledge and experience in ticketing software including creating reports and data analysis. Knowledge of Spektrix a plus.

Other Requirements:

- Possess a valid California Driver's License and have access to a vehicle for transportation to and from business related events.
- 3-5 years professional experience in a similar position.

How much are we paying and what are the perks?

Salary: \$80K

Benefits Package: Health, dental and life insurance. Generous holiday, vacation and sick leave.

Living in the Central Coast area: San Luis Obispo and Santa Barbara Counties are the primary areas you will experience as a resident here. This part of the Central Coast is known for its miles of beautiful coastline, world-class wineries, robust music scene, biking, hiking, majestic beach dunes and Santa Maria style tri-tip. PCPA is in Santa Maria, California and performs in both Santa Maria and Solvang, CA, both located in Northern Santa Barbara County.

About Santa Maria: santamariavalley.com/things-to-do

About Solvang: solvangusa.com

About San Luis Obispo County: slocal.com

About Santa Barbara County: centralcoast-tourism.com/santa-barbara-region

About the Central Coast: centralcoast-tourism.com/regions

How do I apply?

Visit aljpconsulting.com/apply-for-open-positions to submit your application.

PCPA supports workplace diversity and equal opportunity for all individuals.