



The Broad Stage seeks a collaborative and strategic arts marketer for the role of **Director of Marketing and Communications**. This leader will be a compelling storyteller, a mentor for junior staff and an entrepreneurial builder.

Who is The Broad Stage?

The Broad Stage gathers artists, thinkers, and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community. - The Broad Stage Mission Statement

The Broad Stage is an industry-leading performing arts producer and presenter located on Los Angeles' westside, providing a platform for the world's most compelling artists working in theatre, dance, and music, and multidisciplinary art forms. The organization operates on a historical average of \$7 million per fiscal year. Building upon our first decade, the organization is rising to meet a rapidly evolving set of needs for artists, audiences, community, and the Santa Monica College campus intending to advance our role as an invaluable cultural resource and artistic ambassador for greater Los Angeles.

The Broad Stage is a proud flagship of Santa Monica College, supported by the generosity of the Broad Family Foundation. In residence on the campus of the college – one of the country's most progressive, diverse, and accessible educational institutions – The Broad Stage harnesses the transformative power of the performing arts as essential to a good society. Our core values of creativity, learning, and belonging shape all programs on and off our stages. We provide insight and context to the widest spectrum of our communities so that they may fully experience the artists who are at the center of our work. The organization's typical in-theater season runs from September through June, with some outdoor activity during the summer and programs online year-round.

"The Broad Stage seeks to be a prominent arts and culture resource for Los Angeles"

residents and visitors, focusing on the diversity of race, gender, class, ability, age and orientation as factors in curation, staffing and governance. Established in partnership with Santa Monica College in 2008, The Broad Stage is committed to aligning with the College's culture of equity and inclusion. Through this commitment, The Broad Stage will carry out its mission to gather artists, thinkers and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community.” - The Broad Stage, Equity, Diversity and Inclusion Statement

Under the leadership of Artistic & Executive Director Rob Bailis, The Broad Stage is broadening its impact through a new artistic vision, an expanded venue footprint, enhanced community activation, and deeper alignment with SMC. We are working to mitigate and reverse the historical biases and inequities known to our field. The organization adopted an [Equity, Diversity and Inclusion Policy and Plan](#) in June of 2019. The Broad Stage is designing the future we wish to see, evolving our work for a new day, and shaping a world in which we can all proudly live.

Who Is In Leadership?

Rob Bailis, Artistic & Executive Director (he/him) joined The Broad Stage as Artistic and Executive Director in June 2019. From 2013 to 2019 he was a leader at Cal Performances at UC Berkeley, serving primarily as Associate Director and also as interim Artistic Director/curator for the 2018-19 season. During his tenure, he curated the organization's dance and theater presentations and oversaw the externally facing departments of fundraising, marketing communications, education, and community programs. He stewarded many of Cal Performances' most established and longstanding artistic partnerships, while also introducing a new generation of international talent to UC Berkeley stages. From 2003 to 2011, Bailis was the director of ODC Theater in San Francisco, where he helped direct the organization's \$9 million expansion of its facilities. He elevated the theater's profile from regional to national and international visibility. During this time the San Francisco Chronicle named him "MVP" in dance presentation, describing his curation as "...smart ... instinctive and infectious." He has received numerous awards in recognition of his presenting and residency programs and has served as a peer review and policy specialist for many of the nation's leading grantmaking foundations, including the Doris Duke Charitable Foundation, Creative Capital, New England Foundation for the Arts, MAP Fund, Chamber Music America, WESTAF and the Center for Cultural Innovation. A frequent public speaker on arts and culture, he has been heard at the Commonwealth Club in San Francisco and on NPR's West Coast Live and has been a speaker and content provider at national conferences such as Dance USA and the Association of Performing Arts Presenters. He currently serves on the board of the Artist Communities Alliance, the national service organization for artist residencies. An accomplished professional clarinetist, Bailis has appeared with symphony orchestras, chamber ensembles, and solo recitals across the US, Canada, Asia, and the UK. He holds degrees from Northwestern University and the Yale School of Music.

What will you do?

The Director, Marketing & Communications is responsible for The Broad Stage's marketing strategy and activities and will provide strong leadership, creative, operational, and strategic direction to the Marketing and Patron Services teams. This individual will develop and manage thoughtfully executed marketing, communications, and sales campaigns intended to generate awareness, interest, and engagement in The Broad Stage and its programs. Reporting to the Artistic & Executive Director, the Director of Marketing and Communications will function as a key member of the leadership team. The Director of M&C supervises a Marketing and Communications Department of two people, as well as the Patron Services Manager and a Communications Specialist. The Director of M&C will foster strong, collaborative relationships with other departments within The Broad Stage, our Board of Directors, our partners at Santa Monica College, our artistic partners, and members of our local community.

Areas of Accountability

Strategy

- Plan, implement and manage the execution of The Broad Stage's marketing strategy, including paid media, PR, digital marketing, and virtual programming to maximize sales, attendance, and awareness for The Broad Stage.
- Manage development and execution of strategic plans that maximize ROI for all marketing activities to meet and exceed budgeted revenue goals across subscription and single ticket campaigns.
- Lead and manage The Broad Stage rebranding and website redesign initiatives.
- Manage the development of integrated season launch plans and marketing materials including all aspects from design to production (video, print, digital, brochures, e-mail, social media).
- Manage CRM objectives via the Patron Manager system.
- Provide strategic consultation with other departments to provide data.

Management and Leadership

- Recruit, lead, and nurture a talented team of marketing, communications, and patron services teams in carrying out the marketing plans for The Broad Stage season, development activities, community outreach, school, and education initiatives.
- Provide leadership for a seven person full time Marketing and Communications staff, as well as seasonal and part time front of house and box office staff.
- Directly supervise a Patron Services Manager, Social Media Manager, Sales and Analytics Manager, Marketing Production Assistant, Deputy Director of Marketing and Communications and an external consulting firm.
- Work symbiotically with the Director of Development to achieve organizational outcomes including contributed and earned revenue goals.

- Attend Board meetings, participate in Board committee meetings and report on the progress of marketing & communications initiatives to the Board.
- In collaboration with other departments, develop strategies and tools to approach potential partners, patrons, and community groups.
- Further The Broad Stage's commitment to the organization's Equity, Diversity and Inclusion (EDI) initiatives across all marketing, communications, and management efforts.

Audience Development & Sales

- Create and implement innovative strategies, promotions, and ongoing marketing programs to meet or exceed an earned revenue goal of \$1.2M.
- Manage the growth of The Broad Stage's website, social media platforms, and email lists by developing engaging and relevant content, tracking and reporting KPIs across channels, and staying up to date with social media trends and best practices.
- Generate annual expense/revenue budgets, determine income goals for all shows, quarterly financial forecast updates, and monitoring of expenses.
- Create sales projections for all shows including pricing and scaling working closely with artistic planning, finance, and operations.
- Closely monitor sales against projections to guide pricing decisions on an ongoing basis.
- Establish new relationships and strategies that help The Broad Stage connect to diverse demographics.
- Retain and build audiences and increase earned revenue streams for new and existing opportunities.
- Manage the curation of compelling patron journeys, from first-time ticket buyers to subscribers.

Communications

- Work closely with the Director of Development to create cohesive communications strategies for internal and external stakeholders.
- Build brand awareness across local, regional, and national communities.
- Build authentic relationships with local, regional, and national press outlets.
- Manage the relationship with an external publicity agency.
- Clarify and promote The Broad Stage's updated brand and artistic vision to external constituencies across various platforms.
- Develop a comprehensive style guide to establish consistent messaging of the institutional voice and brand across The Broad Stage's platforms and departments.

Who Are We Looking For?

The Director of Marketing is a champion ambassador who excels at organizing people, community engagement, and brand management. The ideal candidate will be a creative

thinker and collaborative leader with experience working in and marketing live events. The next Director of Marketing will have an awareness of interdisciplinary performing arts audiences, an analysis of Equity, Diversity and Inclusion, and have a deep understanding of marketing strategies and tactics.

Essential Skills

- Marketing and Sales Strategy
- Strong Budget Management and Forecasting
- Print and Digital Advertising
- Live Event, Ticketing-based Marketing
- Passion for the Performing Arts
- Project Management and Multitasking
- Attention to Detail
- Verbal, Written, and Presentational Communication
- Staff Leadership, Motivation and Mentorship
- Teamwork
- Conflict Resolution

How much are we paying and what are the perks?

Salary Range: \$90 - \$105K/year. Full-time, exempt. Some weekend and evening commitments and travel within Southern California are required.

Benefits Package: Matching 401K plan and health insurance. PTO for holidays, vacation, personal days and sick leave. Hybrid on-site/work from home workplace.

Living in the Los Angeles area: The Broad Stage is located in Santa Monica, CA, an incorporated beachside city on the westside of Los Angeles County. The city of Santa Monica is a full-service city including a regional transportation network, free public wifi, parks, and other recreational and cultural services. It has a diverse economy including what is known as “Silicon Beach,” local businesses at the leading edge of the nation’s creative economy and startup scene. The area is served by the Santa Monica-Malibu Unified School District and Santa Monica College. Santa Monica is also home to three respected health facilities - Providence Saint John’s Health Center, Santa Monica-UCLA Medical Center, and Kaiser Permanente. In 2016, the Metro Expo Line opened connecting Santa Monica to the rest of LA Metro’s light rail system and Downtown Los Angeles in under an hour. It is otherwise served by the 10 and 405 freeways, as well as several other street arteries.

[“Moving to LA: Where Should I Live Based on My Commute?”](#) - Zumper.com

[“The Guide to the Westside of Los Angeles”](#) - Los Angeles Tourism & Convention Board

How do I apply?

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

At The Broad Stage, we believe that the performing arts are a source of joy, nourishment, and connection and that art flourishes when we all cooperate to create a space for it. The Broad Stage recognizes that the values of equity, diversity, inclusion, justice, and respect must be fundamental to our work and it is the responsibility of our staff, artists, and patrons to create a welcoming environment for all. We take pride in the culture we are cultivating within our organization, as we celebrate the differences that bring us closer together.

The Broad Stage is an Equal Opportunity Employer and all qualified applicants for employment will have full and equal access to employment opportunities.