



## Director of Marketing and Communications

**The Oregon Shakespeare Festival (OSF)** seeks a dynamic, innovative and inspiring leader to join its team of talented staff, artists and board in the role of **Director of Marketing and Communications (M&C)**. The Director of M&C oversees all aspects of audience development and retention, brand management, earned ticket sales, box office and food & beverage services at the Oregon Shakespeare Festival (OSF). Reporting to the Executive Director, serving as a member of OSF's senior management team and working closely with both the Artistic Director and the Board of Trustees, the Director of M&C leads a sophisticated team which creates and executes strategies and tactics to meet OSF's institutional goals.

### Who is OSF?

OSF is driven by four core values. These values imbue the OSF culture:

**Excellence:** We bring the best possible version of ourselves to our work onstage and to the organization, holding ourselves to high artistic, professional and personal standards.

**Inclusion:** We include a diversity of people, ideas and cultures in our work, enriching our art, our relationships with each other, our audiences and our community.

**Company:** We sustain a safe and supportive workplace where we rely on our fellow company members to work toward excellence with trust, respect, compassion and accountability.

**Stewardship:** We make wise, efficient and responsible use of all the resources entrusted to us, sustaining our long-standing financial stability, the legacy of our organization's 80-year history, and the health of our planet.

Over the last eighty-five years OSF has been a destination theatre, with the majority of its audiences making a pilgrimage to Ashland from outside Oregon's borders. Under the leadership of Artistic Director Nataki Garrett, the organization is focused on being both a destination theatre and a leader in the digital performance landscape. OSF's new digital platform, the O!, seeks to reach beyond OSF's traditional audience across regional, national and international borders. Thus far people from more than 40 countries have watched an O! experience.

When in full operation, OSF has over 400 employees, serves more than 125,000 ticket buyers who purchase more than 400,000 tickets, and performs across three theatres: The 1,200 seat Elizabethan Theatre, the 600 seat Bowmer Theatre and the 400 seat Thomas Theatre.

Additional information can be accessed on OSF's [website](#).

## Who is in Leadership?

### **Nataki Garrett, Artistic Director**

On August 1, 2019, Nataki Garrett became the sixth Artistic Director of OSF (following Bill Rauch, and before him, Libby Appel, Henry Woronicz, Jerry Turner, and Founder Angus L. Bowmer). 2019 was Garrett's first season at OSF, where she directed *How to Catch Creation*. Her bio may be found [here](#).

### **David Schmitz, Executive Director**

OSF announced the appointment of David Schmitz as Executive Director on May 22; he began full time at OSF on September 1. He left Steppenwolf Theatre after 15 years, having served as its Director of Finance and Administration, General Manager, and for the past five years as Executive Director. The full announcement may be read [here](#).

## What will you do?

The Director of M&C leads and supervises all aspects of audience development and retention, brand management, earned ticket sales, box office and food & beverage services at the Oregon Shakespeare Festival (OSF). Reporting to the Executive Director, serving as a member of OSF's senior management team and working closely with both the Artistic Director and the Board of Trustees, the Director of M&C leads a sophisticated team of 20+ staff members which creates and executes strategies and tactics to meet OSF's institutional goals.

In addition to overseeing the strategy, planning and implementation of all marketing, communications and sales programs to earn over \$20 million annually, the Director of M&C will work with the Marketing, Communications, Box Office and Audience Services teams to develop innovative and leading-edge audience development and retention initiatives which will ensure OSF has an audience as diverse as the programming on its stages. The focus on growing new audiences while retaining and deepening relationships with current audiences will be achieved by leading OSF to the forefront of digital and new media marketing and engagement efforts. Through the application of learning cycles (design programs, research, pilot, assess results and make improvements, etc) the Director of M&C will create and grow a sustainable audience base that reflects the anti-racist values of the organization.

The Director of M&C will lead OSF's tourism strategies, while also helping it develop an international audience on the O! digital storytelling platform. Further, it is the goal of the institution and the responsibility of the Director of M&C to play a key role in launching OSF into our 100<sup>th</sup> Anniversary in 2035 by elevating the brand of OSF in the minds of our city, our region, our nation and the world.

## **Your Additional Areas of Accountability**

Increase the public profile and interest in OSF both locally, nationally and internationally, including having the pulse on OSF's brand in major markets (including especially San Francisco, Portland, Seattle and southern Oregon).

Be a key leader in the conversation around new audience development, including various activities in the local communities to bring residents of the Rogue Valley into OSF's theatres, as well as international expansion of OSF's brand through the O! digital platform.

Supervise OSF's sales projections and corresponding pricing and inventory strategies to maximize revenue and motivate the sales team while maintaining fiscal health of annual operation.

Support the robust access initiatives of the theatre.

Manage annual expense budgets to run all marketing, communications, sales (including box office and food & beverage), media and graphic design efforts and operations.

Cultivate a risk-taking work environment that enables innovation and growth in new technology and marketing practices to ensure OSF's vitality.

Work alongside other Senior Management Team members as a strategic thought leader on short and long-term organizational issues.

Collaborate with various internal departments to ensure that the patrons' experience of the theater is welcoming, kind and comfortable.

Collaborate with the Development Department to integrate organizational strategy and customer relationship management in marketing and fundraising efforts.

## **Who are we looking for?**

A compelling, persuasive leader with the ability to move a team (direct reports, executive leadership and volunteers) forward by inspiring and motivating people with creativity and energy.

An innovative professional with a comprehensive understanding of marketing theory and practice in the areas of new media, tourism, and/or arts and culture. They should have at least ten years of successful experience in marketing or communications with levels of increasing responsibility and a proven track record in new market development.

A resourceful, results-oriented leader with the ability to think strategically, generate new ideas and set priorities. They will have a passion for creating, executing and evaluating a plan of action while not losing sight of the big picture; the flexibility to welcome and embrace change; and the ability to balance many challenges inherent in an active and lively theatre environment.

A skilled manager and an effective delegator who can facilitate group dynamics and set clear expectations with the marketing and communications team. At least five years of successful experience in managing, mentoring and motivating staff, and the ability to inspire staff toward accomplishing common objectives.

A person who has education and training on a conceptual analysis of racial oppression and experience with organizational anti-racist policies and practices.

A candidate with outstanding interpersonal and communications skills – characterized by the ability to listen, to speak, and to write well – with a strong commitment to audience centric communication.

Preference will be given to candidates with experience managing audience research studies, digital marketing campaigns, brand management, loyalty and retention programs, as well as audience growth initiatives especially tourism strategies.

## **Additional Areas of Expertise**

- People and Team Management
- Digital Media
- Analysis and Assessment
- High Technological Capacity
- Interpersonal and Mass Communication

## **How much are we paying and what are the perks?**

**Salary Range:** \$125 - 150K

**Benefits Package:** Excellent health, dental and vision; 403B; flex time, ability to work remotely from time to time; competitive vacation, holiday, and sick time benefits.

**Living in Ashland Oregon:** Ashland Oregon is the home of the Oregon Shakespeare Festival, Southern Oregon University and Mt. Ashland, the only ski area in Southern Oregon. Ashland has 20,078 residents and 350,000 tourist visitors annually. Ashland is nestled at the base of the convergence of the Siskiyou and Cascade mountain ranges at an elevation of approximately 2,000 feet. The city is centrally located halfway between Portland, Oregon and San Francisco, California on Interstate 5.

Ashland's local dining scene includes a creative array of culinary offerings with over 100 restaurants, bars and coffee houses. You will enjoy discovering boutique shops that carry home décor, cookware, gourmet foods and wines. There are independently owned bookstores, specialty clothing boutiques and shoe stores. Galleries and shops feature everything from local to internationally known artists, handcrafted jewelry, pottery, paintings, and sculpture. Both residents and visitors love Ashland for its natural beauty, scenic backdrop and amazing recreational opportunities. The city was recognized as one of the Top 10 Places to Visit based on "Geo-tourism" by *National Geographic Adventure Magazine*.

Ashland has a wide variety of housing available including historic homes, modern developments and condominiums. Ashland public schools consistently score above the national average on state and national assessments and other measures of student achievement.

Visit [ashlandchamber.com](http://ashlandchamber.com) for more information and a relocation guide (Ashland Chamber of Commerce).

## **How do I apply?**

Visit [aljpc consulting.com/apply-for-open-positions](http://aljpc consulting.com/apply-for-open-positions) to submit your application.