



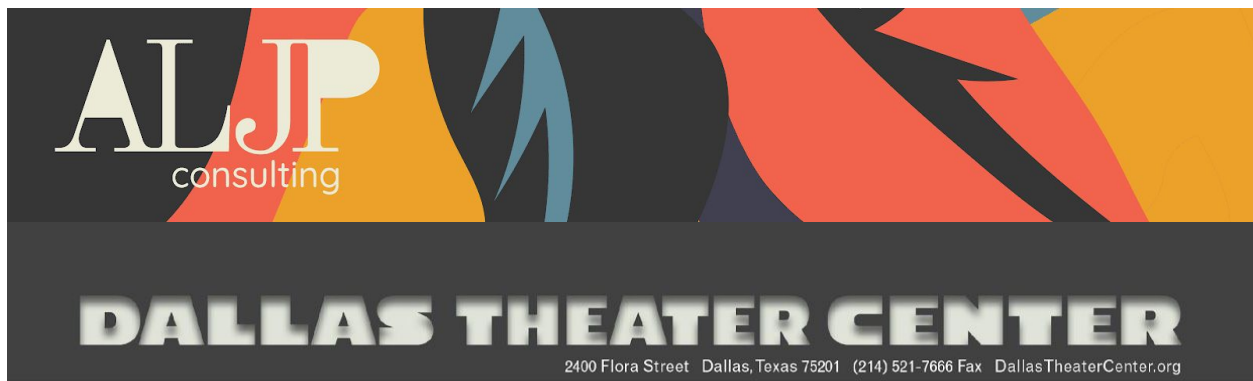
## DALLAS THEATER CENTER

2400 Flora Street Dallas, Texas 75201 (214) 521-7666 Fax DallasTheaterCenter.org

Dallas Theater Center (DTC), a non-profit professional theater in residence at the AT&T Performing Arts Center, seeks a results-oriented, dynamic and experienced Director of Marketing and Communications to join our leadership team. The position reports directly to the Managing Director. The Director of Marketing and Communications will be responsible for conceiving and implementing all strategic plans related to growing and sustaining audiences for the theater. In addition, this position is expected, along with his/her peers, to contribute strategic ideas and suggestions to the long-term strategic planning process and implement the agreed upon plans to success.

### **Who is Dallas Theater Center?**

The mission of Dallas Theater Center (DTC) is to engage, entertain, and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, education programs, and other initiatives that are of the highest quality and reach the broadest possible constituency. One of the leading regional theaters in the country and the 2017 Regional Theatre Tony Award® Recipient, Dallas Theater Center (DTC) performs to an audience of more than 100,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its Mainstage season at the Dee and Charles Wylie Theatre, and at its original home, the Kalita Humphreys Theater. DTC is one of only two theaters in Texas that is a member of the League of Resident Theatres, the largest and most prestigious non-profit professional theater association in the country. Under the leadership of Enloe/Rose Artistic Director Kevin Moriarty and Managing Director Jeffrey Woodward, DTC produces a six-play subscription series of classics, musicals and new plays and an annual production of A Christmas Carol; extensive education programs, including the Award-winning Project Discovery, and partnerships with Southern Methodist University's Meadows School of the Arts and Booker T. Washington High School for the Performing and Visual Arts; and many community collaboration efforts with local organizations. In 2017, DTC launched Public Works Dallas, a groundbreaking community engagement and participatory theater project designed to deliberately blur the line between professional artists and community members, culminating in an annual production featuring over 200 Dallas citizens performing a Shakespeare play.



We want Dallas Theater Center to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond.

ALL ARE WELCOME!

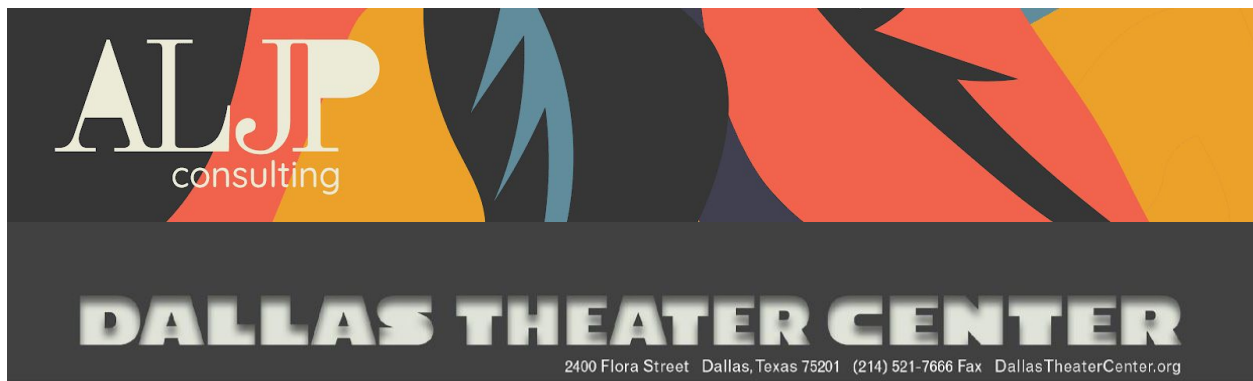
We stand up for **equity, diversity and inclusion** across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

\*For complete statement, please see final page of this posting

### **Who is in Leadership?**

**Jeffrey Woodward (he/him/his)** joined Dallas Theater Center in July 2015 as the managing director. For seven years prior to that he served as the managing director of Syracuse Stage, a professional theater-in-residence at Syracuse University. From 1991-2008, he was the managing director of the McCarter Theater Center in Princeton, New Jersey. During his tenure, the McCarter was honored with the Tony Award® for Outstanding Regional Theater. He has also held administrative positions with Hartford Stage, Mark Taper Forum, Northlight Theatre, the Oregon Shakespeare Festival and has served as a consultant to a number of theaters. Woodward has been a member of the board of Theater Communications Group; president of ArtPride New Jersey, a statewide arts advocacy organization; panel chair and an on-site evaluator for the National Endowment for the Arts; and an adjunct professor of theater management at Syracuse University. He holds a BA from Pomona College and an MBA from New York University.

**Kevin Moriarty (he/him/his)** is the Enloe/Rose Artistic Director of Dallas Theater Center, where his work as a director includes: *It's a Bird ... It's a Plane ... It's Superman*; *The Who's Tommy*; *The Wiz*; *A Midsummer Night's Dream*; *Henry IV*; *King Lear*; *The Tempest*; *Fat Pig*; his original adaptation of *A Christmas Carol*; *Oedipus el Rey*; *Medea*; *Electra*; *Colossal*; *All the Way*; *Inherit the Wind*; *Hair*, *The Great Society*, *The Trials of Sam Houston*, *Twelfth Night* and *In the Bleak Midwinter*; *A Christmas Carol for Our Time*. Since 2007 he has led Dallas Theater Center through many new initiatives, including the move into the Wily Theatre; the establishment of the Brierley Resident Acting Company; the creation of Public Work Dallas; an extensive



series of new play productions; community collaborations with North Texas Food Bank, Dallas Holocaust Museum, Dallas Museum of Art, and most of the region's theater companies; and multi-year partnerships with Booker T. Washington High School for the Visual and Performing Arts and SMU Meadows School of the Arts. Before joining Dallas Theater Center, Kevin served as the artistic director of the Hangar Theatre in Ithaca, NY, for seven years. From 2002-2007 Kevin was the Head of Directing for the Brown University/Trinity Rep MFA Program in Providence, RI, and he was an Associate Artist at Trinity Rep Company. He made his operatic directing debut with *The Lighthouse* for The Dallas Opera in 2012 and directed *The Marriage of Figaro* in 2014. Kevin has served as a public school music teacher at La Crescent High School in La Crescent, MN, and as an Associate Professor at Brown University. Kevin has served as Board Chair for Dallas Arts District and Theatre Communications Group, Vice-President for National Alliance for Musical Theatre, member of Booker T. Washington Advisory Board and the Dallas Assembly; he has been a recipient of a Drama League directing fellowship, and is a graduate of the University of Wisconsin.

### **What will you do?**

The Director of Marketing and Communications will serve as a key connector to external stakeholders and audiences. The role requires the ability to maintain and increase revenue by retaining current audiences and attracting new audiences within the thriving and populous Dallas Metro area. The DMC will play a crucial role in making DTC a place where all are welcome while motivating staff and board members to be advocates for the theater within the Dallas Arts community. This person will serve as the connective tissue to build collaborative relationships with partner organizations within the Dallas Arts District such as the Dallas Symphony Orchestra, the Dallas Opera, and the Dallas Museum of Art.

### **Your Areas of Accountability**

- Develop and implement an integrated, comprehensive sales program designed to achieve DTC's financial and ticket sales goals.
- Build and supervise the execution of full-scale advertising and media plan in traditional and digital channels

- Supervise and manage implementation of all tactical elements developed in DTC's Strategic Plan
- Develop and execute retention plans to include strategies supporting Patron Loyalty
- Maintain the Marketing Department's annual budget to include monthly forecasting and cash flow projections
- In collaboration with the Managing Director, develop income and expense budgets for future fiscal years
- Lead the activities of the Box Office Team, and Front of House for each production
- Supervise the implementation of new technology to advance the organization's goals
- Attend community events, meetings, and committees to grow awareness of DTC within the Dallas community and to identify potential partnerships
- Manage Board relations and communications relating to the Marketing Department
- Participate in season planning, long-range and strategic planning
- Serve on DTC's Senior Staff/Cabinet
- Attend Board of Directors Executive Committee meetings
- Perform work in a manner that is consistent with DTC's mission, vision and values, including advancing DTC's commitment to equity, diversity and inclusion.
- Other duties as assigned by the Managing Director

## Who are we looking for?

The new Director of Marketing and Communications will be someone with a passion for community-building, big-picture innovative thinking, and a vision for how marketing can support and collaborate with all areas of the organization. This role is ideal for a theater professional with experience in generating revenue, managing a brand identity, and cultivating external partnerships. The exceptional candidate will be an excellent communicator, a strategic leader and a transparent collaborator. As a member of the senior staff team, the Director of Marketing and Communications will serve as an advocate and representative of the marketing department as well as the audiences at Dallas Theater Center.

## **Additional Areas of Expertise**

- Strong leadership skills to lead a team with candor and transparency, empower others to succeed, and ensure accountability
- Organizational ability and attention to detail
- Excellent time management skills, including managing a high volume of work and attending to numerous projects concurrently with a high degree of accuracy
- Self-motivated, with the ability to prioritize and balance multiple tasks simultaneously while understanding immediate needs for accomplishing urgent matters
- Ability to maintain strict confidentiality
- Strong managerial skills, with a proven ability to successfully lead a team of staff members
- Ability to work under pressure and adapt to changing priorities
- Professional, courteous manner, high energy and an eager, positive attitude
- Strong commitment to diversity and inclusion

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

Salary Range: \$85K-100K; FLSA Status: Exempt, some nights and weekends required. Minimal travel required.

Benefits Package Includes: Full medical (with United Health Care), dental and vision plans available after a 60 day introductory period; Voluntary 403b plan, but no employer match; Basic Life/AD&D benefit of 40k; additional life insurance available for purchase by the employee; Voluntary FSA program; Employer-provided long term disability benefit; Employer-provided Employee Assistance Program which includes counseling and crisis services, legal advice, etc.; Generous paid-time off policies including paid vacation, sick and personal leave, in addition to the observation of 11 holidays



## DALLAS THEATER CENTER

2400 Flora Street Dallas, Texas 75201 (214) 521-7666 Fax DallasTheaterCenter.org

### **How do I apply?**

Visit [aljpc consulting.com/apply-for-open-positions](http://aljpc consulting.com/apply-for-open-positions) to submit your application. Please note that ALJP Consulting is engaged as a recruiter and is not running the full search process for this position. ALJP will evaluate all application submissions and make recommendations about a finalist pool to Dallas Theater Center, who will then conduct an internal interview process.

Dallas Theater Center is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.

### **Equity, Diversity, and Inclusion Statement ALL ARE WELCOME!**

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond. We stand-up for equity, diversity, and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

- **EQUITY** means recognizing that not everyone starts at the same place, addressing inequities in access and opportunity, and allowing for full and fair participation.
- **DIVERSITY** means acknowledging and respecting human qualities that are different from our own and outside the groups we are a part of or with which we are associated. These qualities include but are not limited to: ethnicity, race, color, country of origin, sex, gender, gender identity or expression, age, sexual or relationship orientation, family structure, religion, beliefs, political affiliations, experiences and ability differences.



## DALLAS THEATER CENTER

2400 Flora Street Dallas, Texas 75201 (214) 521-7666 Fax DallasTheaterCenter.org

- INCLUSION means honoring and accepting the gifts, backgrounds, experiences, and wisdom that every individual brings with them, so that every stakeholder feels valued by Dallas Theater Center. Our stakeholders are staff, artists, board members, donors, audiences, and community members.

We will strive to create a culture of inclusion where individuals can thrive and succeed, are able to participate in and contribute to the progress and success of Dallas Theater Center while growing both professionally and personally.

We recognize and value individual differences, and we acknowledge structural and systemic racism and other access barriers that prevent full and fair participation of people outside the dominant culture and power dynamics. We acknowledge the complexities of becoming a fully inclusive and anti-racist organization, and we accept the challenge to build an organization where full and fair participation is the norm.

We commit to providing fair treatment, access, opportunity, and advancement and to creating space for culturally diverse voices to be heard and power to be shared. Together, we are even better.

---