



POSITION: Director of Marketing and Communications

REPORTS TO: Managing Director

DEPARTMENT: Marketing

STATUS: Full time, Exempt

SALARY: \$90,000-\$100,000

#### OVERVIEW:

Cleveland Play House (CPH), the proud recipient of the 2015 Regional Theatre Tony Award, seeks an accomplished and visionary marketing professional to join its esteemed leadership team. With a new Managing Director and Artistic Director team at the helm, this role provides an exceptional opportunity for a high-caliber individual to help shape the future of CPH and make a lasting mark on the vibrant arts scene of Greater Northeast Ohio.

The Director of Marketing and Communications will be instrumental in crafting and executing innovative marketing strategies to elevate CPH's productions, programming, and brand visibility. This key leadership position demands a dynamic individual with a proven track record of success, equal comfort with navigating qualitative and quantitative info, outstanding communication skills, and an unwavering passion for the arts and culture industry.

The Director is a key member of the senior management team who reports to the Managing Director and collaborates with artistic leadership. The Director supervises the marketing department, box office and front of house, which includes full-time staff, part-time employees, and an engaged volunteer corps of ushers.

#### KEY RESPONSIBILITIES

- Develop and execute comprehensive strategies to drive membership and single ticket sales, enhance audience engagement, and elevate public awareness of CPH's diverse programming portfolio.
- Direct the day-to-day operations of the Marketing and Audience Services staff which currently consists of the Audience Engagement & Accessibility Manager, Audience Services Manager, Marketing Communications Manager, and Audience Services Associate.
- Spearhead CPH patron loyalty initiatives and retention programs to foster a strong, dedicated community base.
- Spearhead strategically driven subscription, group, and single ticket sales campaigns to meet institutional needs for earned revenue and attendance.
- Project ticket revenues based on historical sales trends; set and manage pricing; maximize revenue by implementing dynamic pricing strategies in coordination with overall organizational goals.
- Prepare and maintain operating budgets for marketing and communication activities

and develop revenue and expense budgets. Work with the Director of Finance on budget assumptions, documentation, and analysis. Prepare financial forecasts and reports.

- Forge strategic partnerships with local, national, and international media outlets, sponsors, and community organizations to amplify CPH's reach and influence.
- Ensure consistent brand messaging across all marketing channels and collateral materials.
- Oversee the production of compelling promotional materials, leveraging both in-house resources and external vendors.
- In collaboration with Creative Services, manage the digital footprint of CPH, including the organization's website, social media platforms, and online advertising campaigns.
- Collaborate closely with internal departments to align and execute marketing efforts with overarching organizational objectives.
- Lead and mentor a high-performing team of marketing professionals, providing guidance and support to drive collective success.
- Serve as key liaison with Playhouse Square on all matters relating to customer service, ticketing, and audience experience.
- Oversee reporting and analytics to generate key sales, financial, and statistical analyses that effectively track sales and financial performance.
- Develop a robust research program on customer and community trends and best practices.

#### ATTRIBUTES AND QUALIFICATIONS

- The ideal Director of Marketing and Communications is an outgoing and confident leader and collaborator. They are a natural strategist who activates best practices and innovations. They rely heavily on data to drive decision-making. They have the capacity to contribute a marketing-driven perspective to programming conversations. They demonstrate a strong aesthetic sensibility, creative vision, and a genuine interest in smart experimentation. The Director is a creative, inclusive, and risk-tolerant leader who inspires a dedicated staff to produce high-quality work in a complex, fast-paced environment. They can manage change, influence stakeholders, and foster collaborative relationships. They cultivate a culture of hard work, mutual respect, and ongoing learning. The Director is an enthusiastic advocate for the arts community of Northeast Ohio.

The preferred Director will have these qualifications:

- A substantial record of achievement and growth in institutional marketing and communications for a multi-million-dollar organization, preferably within the arts and culture or event marketing sector
- Capacity for strategic thinking in a deadline-driven, multi-task environment
- Expertise in communications/PR, market segmentation, target marketing strategies, and brand development
- Proficiency in digital marketing best practices
- Exceptional written and verbal communication skills, with a knack for crafting persuasive marketing messages
- Proficiency in financial planning and budget management.
- Capacity to thrive in a fast-paced environment with shifting priorities and deadlines.

- A track record of inclusive leadership, mentorship, and professional development
- Strong analytical abilities, intellectual curiosity, and unwavering interest in detail.
- Ability to work occasional evenings and weekends, particularly during production runs and special events

SALARY: \$90,000-100,000, commensurate with qualifications and experience.

BENEFITS: CPH offers a comprehensive benefits package, including group health insurance, dental and vision plans, paid vacation, holidays, and the opportunity to participate in a 401(K) plan. Parking is available at the employee's cost.

Employment in this position is contingent upon the successful completion of a criminal background check.

CPH is on an active and ongoing journey to becoming an anti-racist organization, fostering, and sustaining a culture that values community, social justice, and equity. All CPH employees must commit to training in understanding and embracing and promoting anti-racism, equity, diversity, and inclusion.

*Cleveland Play House is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws*

TO APPLY: CPH has engaged SWEIBEL ARTS Innovation & Leadership to conduct this search. Applicants should submit an expression of interest, typically but not necessarily a cover letter and resume, to Robert Sweibel at [jobs@SweibelArts.com](mailto:jobs@SweibelArts.com).

For more information on Cleveland Play House, please visit [www.clevelandplayhouse.com](http://www.clevelandplayhouse.com).