



SWEIBEL ARTS

Position Profile

**SINE DIGITAL
US CLIENT DIRECTOR
(THEATRE)**

March 2026



SINE Digital invites applications and referrals for the position of US Client Director (Theatre). This is a great opportunity for a talented and motivated leader with a demonstrable history of achievement. Candidates from diverse backgrounds are strongly encouraged to apply.

The Organization

SINE Digital LLC is a global leader in media, technology, and insights for the live entertainment industry. With offices in London and New York, we partner with world-class cultural institutions and global brands to drive digital and AI transformation, delivering data-led marketing strategies that maximise ticket sales, elevate brand awareness, and deepen audience engagement.

SINE Digital clients include many of the most iconic productions in the West End and on Broadway, alongside some of the world's foremost cultural organisations such as The Royal Ballet & Opera (formerly the Royal Opera House), Nederlander Theatres, LW Theatres, LW Tickets, and The Royal Court.

The Opportunity

Essential Responsibilities

SINE Digital is seeking a Client Director (Theatre) to lead strategy, revenue growth, and portfolio performance across our Broadway, Off-Broadway, and touring production clients.

This is a senior, industry-facing leadership role for someone deeply embedded in the theatre ecosystem. The Director will oversee a portfolio of clients, own revenue and profitability targets, develop senior client relationships, and drive both strategic excellence and operational rigor across your accounts.

Strategic Client Leadership

Reporting to the Managing Director (US), the Client Director will:

- Own and shape integrated marketing strategy across a portfolio of Broadway, Off-Broadway, and touring productions.
- Act as senior strategic advisor to producers, general managers, and theatre partners.
- Ensure media, SEO, AI Discovery, CRM, Data & Insights, and creative strategies align with client business goals and revenue objectives.
- Empower Account Directors/Managers to lead day-to-day client management while maintaining executive oversight and accountability.

Portfolio Revenue & Profitability



- Own revenue targets and margin performance across your client portfolio.
- Forecast revenue, manage scope, and ensure profitable account growth.
- Oversee resource allocation in partnership with department leads to align staffing with portfolio needs.
- Identify upsell and cross-sell opportunities that strengthen long-term partnerships.

New Business & Industry Growth

- Leverage existing Broadway and theatre relationships to generate new opportunities.
- Identify prospective partnerships and collaborate with the new business team to pitch and close new clients.
- Represent SINE Digital at industry events, opening nights, and theatre partner engagements.
- Expand SINE's penetration within the theatre market through strategic relationship building.

Team Leadership & Operational Excellence

- Manage and mentor three direct reports within Client Services.
- Elevate the strategic capabilities of the team while fostering accountability and ownership.
- Continuously evaluate and improve workflow, communication, and process efficiency.
- Influence hiring decisions and support the development of a high-performing client services team.

Cross Functional Influence

- Collaborate closely with Media, CRM, Data & Insights, and SEO teams to ensure integrated execution.
- Advocate for client needs while balancing internal priorities and performance standards.
- Serve as a leadership voice in shaping department-wide best practices and strategic direction.

The Ideal Candidate

The ideal candidate is a strategic and commercially minded leader who combines deep digital marketing knowledge with exceptional relationship-building and leadership skills. They'll be confident working with senior stakeholders, comfortable managing complexity, and passionate about driving results for both clients and the agency.

- 10+ years of experience, preferably within the theatre industry.
- Prior agency experience is strongly preferred.
- Deep understanding of Broadway, Off-Broadway, and touring production marketing dynamics.
- Existing senior-level relationships within the theatre ecosystem.
- Proven track record of owning revenue targets and driving portfolio profitability.
- Confident in leading executive-level conversations and navigating complex stakeholder environments.
- Strong operational mindset with the ability to improve processes while maintaining creative agility.
- Collaborative leader who empowers teams while maintaining high standards of accountability.



- Deep experience unpacking digital strategies/activations across Meta (Facebook/Instagram), TikTok, Google Ads, DV360, paid social, programmatic.
- Familiarity with ticketing platforms (AudienceView, Telecharge, Nliven, etc.), live event promotion, and analytics (Google Analytics, etc.)
- Decisive and composed under pressure, able to balance short-term demands with long-term vision.

Locations and Expectations

- A NYC-based (Hybrid: Times Square office): In-office: Tuesday–Thursday / Remote: Monday & Friday
- Attendance at theatre openings, industry events, and client partner engagements is expected

Benefits & Perks

- A competitive salary between \$125,000 - \$150,000, commensurate with experience
- 24 days PTO per calendar year, which will increase with length of service at one additional day per year, capped at 3 days, (plus extra time off over the Christmas/holiday period)
- Access to 401(k) Retirement Plan
- Access to Company subsidized healthcare and dental care
- Remote working with equipment allowance
- An abundance of free tickets to live events
- Structured personal development, a customized training program and opportunities to attend industry conferences.

Application Process

SINE Digital is committed to creating a workplace where people feel respected, valued, and empowered to thrive - just as they are. They believe that diverse perspectives and lived experiences are key to driving innovation, and we're proud to be an equal opportunity employer. Inclusion is more than a policy, it's part of the culture. They welcome talent from all backgrounds, regardless of race, color, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, or any other characteristic. Candidates requiring any adjustments or support during the recruitment process are invited to say so. SINE Digital wants candidates to have what they need to show up as their best selves.

SINE Digital has partnered with Sweibel Arts to identify the exceptional individual who will fill this role. Visit SweibelArts.com for more information.

Candidates are invited to submit an expression of interest—typically a cover letter and resume—electronically and in confidence, at sinedigital.com/careers/.



A review of prospective candidates will begin immediately and continue until the position is filled. Candidates of interest will be contacted. We regret that we're unable to follow up with every candidate. No phone calls, please. To learn more about SINE, please visit Sinedigital.com.

