

CAREER OPPORTUNITY

AT&T
PERFORMING
ARTS
CENTER

VICE PRESIDENT OF MARKETING

Department: Marketing
Reports to: President and CEO
Location: Dallas Arts District

Job Summary:

Under general direction of the President & CEO, the Vice President of Marketing will develop and implement a complete and inclusive brand strategy that supports AT&T Performing Arts Center's earned income and audience development goals.

Possessing a high energy level, the Vice President of Marketing must be a persuasive and articulate advocate for the Center. They also must be innovative, proactive, and results-oriented. The successful candidate must possess management, planning and organizational skills to work effectively in this young and exciting institution with a highly motivated staff. Must be self-starter and work autonomously using independent judgement. A positive attitude towards position and the Center's Core Values is imperative.

Responsibilities include:

- Develop and implement clear short-term and long-range plans, strategies and activities for the marketing department that support the overarching goals of show marketing, revenue, institutional branding and audience development
- Assume a hands-on, proactive, creative leadership role in marketing efforts to market all shows including but not limited to Broadway, speakers, concerts, family entertainment and comedy shows
- Lead market and analytical research and use data to improve pricing models and the overall customer experience
- Oversee the Center's website and the expansion of digital media strategy
- Support the efforts of development, education, community engagement and group sales through marketing and social media
- Directly supervise Senior Director of Marketing and help manage all marketing and creative team members
- Staff liaison to the Marketing Committee of the Board
- Serve as a member of the Senior Advisory Team

Qualifications:

- Creative, go-getter who is able to accomplish several projects, meet multiple deadlines, and change to fast moving priorities
- Expert in promotions, digital media, and media buying
- Strong planning and organizational skills
- Team player who is an excellent collaborator and communicator, with strong written and presentation skills
- Microsoft Office Suite necessary, particularly Excel, Word, Publisher, PowerPoint, and Outlook
- Availability to work nights and weekends, as required

Education and Work Experience:

- Bachelor's Degree in marketing or related field
- Eight plus years experience in marketing for an arts organizations or a closely related field preferred
- Five years' experience in a leadership role
- Proven track record of achieving earned income goals
- Knowledge of the performing arts and successful experience in attracting and sustaining diverse audiences preferred
- Experience in conducting, scrutinizing and using market research
- Experience in institutional branding and marketing in all mediums including print, social and broadcast media
- Experience in hiring, training, developing and motivating personnel

AT&T Performing Arts Center is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For immediate consideration, send cover letter, resume and salary requirements.

By Email: careers@attpac.org

By Mail: Human Resources AT&T Performing Arts Center
700 North Pearl Street, Suite N1800 - Dallas, TX 75201

ABOUT THE AT&T PERFORMING ARTS CENTER

The AT&T Performing Arts Center is a nonprofit foundation that operates and programs a 10-acre campus comprised of three premier performance venues and a park in downtown Dallas. Audiences enjoy the best and most recent from Broadway; the finest dance companies from across the globe co-presented with TITAS Presents; and top concerts, performers and cutting-edge speakers. Thousands of students explore and more deeply experience the arts through the Center's education program, Open Stages. The Center also offers free programming for audiences from every part of the community.

The Center's mission is to provide a public gathering place that strengthens community and fosters creativity through the presentation of performing arts and arts education programs.

The Center's culture is to focus on the values that guide its people's actions. The Center's Core Values are to passionately pursue our mission by being:

Achievement Focused - Committed to the advancement and cultivation of the Performing Arts in Dallas

Community Minded – Actively fostering and participating in meaningful community interactions

Customer Service Driven – Dedicated to the service of internal and external constituents so that all want to return

Flexible – Willing to change to achieve results

The Center's five resident companies are among the city's leading arts institutions: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

Designed by internationally acclaimed architects, the Center's campus includes the Margot and Bill Winspear Opera House, Dee and Charles Wyle Theatre, Annette Strauss Square, and Elaine D. and Charles A. Sammons Park are some of the finest performance venues in the world.