

ANTAEUS

Theatre Company

Director of Marketing

BACKGROUND

Antaeus Theatre Company is an actor-driven theater company that explores and produces timely and timeless works, grounded in our passion for the Classics. We illuminate diverse human experiences through performance, training and outreach. We believe in the transformative power of live theater.

Antaeus is located at the Kiki & David Gindler Performing Arts Center in Downtown Glendale, CA. The center includes an 80-seat theater, a reconfigurable 36-seat black box space, and a theater library. Antaeus is currently in the final year of implementing a three-year strategic plan to build out its infrastructure and create long-term financial sustainability, and will be entering into a new strategic planning process in the coming months.

With an annual operating budget of \$1.3 million, Antaeus is a leading intimate theater in Los Angeles that produces full productions, readings, and digital programming each season. Our primary digital programming currently includes the Ambie-nominated audio play series, *The Zip Code Plays: Los Angeles* that has reached over 85,000 listeners across the globe. The current staff of eight works a hybrid schedule with some office days required.

POSITION SUMMARY

The Director of Marketing occupies a leadership position at Antaeus. Reporting to the Producing Executive Director, Ana Rose O'Halloran, the Director of Marketing will spearhead the strategy, planning, and implementation of all marketing, communications, institutional branding, public relations, and sales programs to meet the theater's increasing revenue and attendance goals. This position will proactively engage new audiences and deepen relationships with existing audiences for Antaeus. The successful candidate will enthusiastically embrace the theater's work, and convey it in their interactions with the community.

RESPONSIBILITIES:

- Create and execute marketing and communication strategies that engage audiences, and increase loyalty, in order to meet increasing annual earned income and attendance goals.
- Create and manage department budgets; set revenue goals and pricing strategies for single tickets, subscriptions, and group sales; monitor department expense budgets.
- Directly supervise the Marketing Coordinator; Oversees work with vendors including, but not limited to graphic designers, printers, and the publicist.

- Monitor sales, forecast revenue, and provide analysis of audience behavior to inform Marketing strategy; stay up-to-date with trends and best practices in the industry.
- Shape public perception of the theater through execution of brand identity in print communications, publications, digital, media relations, and public events; Build brand awareness across local, national, and international communities.
- In collaboration with the Director of Development, ensure that all donor materials align with Antaeus's overall branding and create cohesive communications strategies for stakeholders.
- Collaborate with the Director of Operations on all aspects of the theater-going experience for audiences including box office, ticketing, front of house, and concessions.
- Cultivate and steward relationships with community groups, working to diversify audiences served through these partnerships.
- Attend Board meetings to report on the progress of marketing and communication initiatives to the Board; Expand and manage the Board's involvement in marketing and communication activities.
- Support the Education and Engagement programs; help develop annual targets, and support communication strategy for audience and student development goals.

Qualifications:

- At least five years of professional marketing experience, preferably in the arts. Demonstrated ability in the creation, execution, management, and implementation of creative and successful marketing and communications campaigns.
- Appreciates and is enthusiastic about theater and the important role that cultural organizations play in the life of a vibrant community. Must be able to balance the many challenges inherent in working in a growing, fast-paced intimate theater environment.
- A clear and demonstrable commitment to anti-racism and setting tangible goals around EDI values.
- Must be extremely organized, adept at planning, setting priorities, and focusing on the details while not losing sight of the big picture.
- A true collaborator who possesses the ability to work in a team environment. Confident, personable, and positive individual with exceptional interpersonal and communication skills, including strong presentation skills.
- Technical Knowledge – must be proficient in Microsoft Word, Excel, and comfortable using CRM software.
- Must have a valid driver's license and reliable vehicle.

This is a full-time, exempt position. Starting pay for this position will be \$70,000+ and commensurate with experience. Benefits include: medical insurance, paid vacation, holidays, and sick leave. All employees at Antaeus Theatre Company undertake other duties as needed and all positions require flexible work hours, including evening and weekends.

One of Antaeus's [guiding values](#) is Inclusivity: We are committed to creating a welcoming environment and deeper inclusion within our company. Antaeus strives for diversity through

Company membership, Board membership, staff, inclusive casting, choice of artistic material, and through our community engagement. We are a space where all voices are heard. To support our hiring goal of identifying a highly qualified and diverse pool of candidates, we strongly encourage applicants from communities that are underrepresented in the American Theatre to apply.

For more information about Antaeus's mission, programs, and activities, please visit our website at www.antaeus.org.

To apply, please send your cover letter with demonstrable accomplishments and resume to anarose@antaeus.org with the subject "Director of Marketing". Applications will be reviewed on a rolling basis until the position is filled.