

# PAPER MILL PLAYHOUSE

## Director of Marketing and Communications

**Status:** Full Time, Exempt

**Reports to:** Executive Director

**Oversees:** Marketing Department

**Paper Mill Playhouse**, the nation's premier musical theater, located in Millburn, NJ is looking to hire an energetic, collaborative, and experienced Director of Marketing and Communications.

Celebrating its 85th Anniversary this year, Paper Mill Playhouse has been a cherished New Jersey arts institution since 1934. New Jersey's largest producing theater, Paper Mill brings new American Musical Theater to life, with a national reputation that continues to grow, bringing over 200,000 tri-state audience members annually to view the best in musical theater, from celebrated revivals to groundbreaking new works. In addition to audiences, artists and students depend on Paper Mill as an artistic home that inspires and nurtures their creativity. As a professional producing theater, Paper Mill is deeply committed to identifying and nurturing creative talent on the mainstage, including singers, dancers, directors, composers, lyricists, choreographers, actors, and designers. The theater is fully unionized under AEA, SDC, IATSE, USA, and AFM and produces five large-scale, mostly musical productions in its mainstage season each year. Some productions are self-produced while others result from collaborations with partner regional theaters and major commercial producers. In 2016, Paper Mill received the industry's highest honor, the Regional Theatre Tony Award. Paper Mill Playhouse is a cultural hub for the community with an economic impact of over \$37M each year.

Paper Mill Playhouse is located on a tributary of the Rahway River, in a bucolic natural setting, with a campus of facilities that include a 1,150-seat theatre and the 80-seat F.M. Kirby Carriage House Restaurant. Paper Mill has an annual operating budget of \$27M and is in the early stage of the Next Act Campaign to raise \$40M for renovations of its dated facilities.

**MISSION:** Paper Mill Playhouse entertains, inspires, and enriches lives. As the nation's premier musical theater, we foster a creative environment to advance the art form, educate students, develop future theater lovers, nurture inclusion, and provide access for all.

**VISION:** The vision of Paper Mill Playhouse is to be internationally recognized as the leading musical theater where new and reimagined musicals and innovative education programs are cultivated. Paper Mill Playhouse is the place where artists, theater lovers, and students come together to realize their creativity and to be inspired by the theater's unmatched passion and commitment to excellence.

## **Equity Diversity and Inclusion Commitment Pledge**

Recognizing the importance of ensuring that our productions, our employees, our audiences, and the stories we tell reflect the wonderful racial, ethnic, and cultural diversity of our community and those we serve, the Paper Mill is committed to serving as allies of all members of historically marginalized communities and to elevate their voices across our community, particularly those who may have been historically excluded for reasons unrelated to their talents and abilities. Our pledge is to hold equity, diversity, and inclusion as core values of Paper Mill that are visible in every facet of our work. As we strive to be actively anti-racist and anti-biased, we pledge to:

- Amplify stories that encompass the breadth of the human experience;
- Become a more multicultural, inclusive, socially conscious space where all people are empowered;
- Collaborate to create positive change, learning, engagement, and growth in our organization and our community; and
- Eliminate barriers and create pathways that provide access for all.

This pledge and our work must continuously evolve in tandem with the communities we serve. We shall hold each other accountable to this promise and to living out these values.

## **Position Overview**

Under the direction of the Executive Director and Producing Artistic Director, this position is responsible for providing the vision and implementation for the achievement of earned revenue totaling approximately \$16.5 million per year including ticket sales and related income.

The Director of Marketing and Communications is responsible for the leadership and management of the theater's marketing and communications functions and for earned revenue, external communications, and audience growth and experience. This position is charged with the effective promotion and communication of Paper Mill's core mission, service to the community, and artistic programming, including developing the brand, messaging, marketing, advertising, web and social media strategies, collateral materials, and public relations. These efforts are extended to all Paper Mill Playhouse productions and activities, which include:

- Mainstage Productions
- Children's Theater Shows
- Special Events
- Education Programs
- Paper Mill Playhouse Gala
- Carriage House Restaurant
- "Carriage House Presents" programming

The position supervises a full-time staff of 16, plus part-time box office staff. Direct reports include the Marketing Manager, Community Engagement and Audience Development Manager, Senior Graphic Designer, Social Media & Communications Associate, Digital Media & Graphics Design Associate, and Associate Director Ticketing & Strategy (overseeing the Ticketing Services team). This team works together to provide a strong and consistent message for the organization that results in achieving revenue goals, audience development and retention, and a broader awareness of Paper Mills' stature as a world-class theater. The team accomplishes its goals with the rollout of a multitude of communications such as:

- Digital Campaigns
- Collateral Material
- Social Media Efforts
- Subscription Campaigns
- Print, Radio, and Television Advertising
- Media Relations
- Press Conferences
- Publicity
- Direct Mail
- E-newsletter
- Telemarketing

### **Essential Functions**

- Leads the development and implementation of a marketing strategy that creates strong audience loyalty and recognition.
- Develops single ticket, subscription, and group sales goals and then meets/exceeds those goals.
- Works closely with the Producing Artistic Director to effectively communicate the artistic vision of the organization through all marketing and development initiatives.
- Manages and executes the presentation and promotion of Paper Mill's mission, vision, message, and image internally and externally.
- Works collaboratively with the Development Department to provide an integrated approach between fundraising and marketing to increase patron engagement and loyalty.
- Acts as a brand steward and drives consistency in all communications. Paper Mill is currently undergoing a complete re-branding process with Pentagram.
- Develops and implements web and e-marketing partnerships and social networking strategy.
- Provides creative direction for all marketing collateral and advertising campaigns, including direct mail campaigns.
- Oversees public relations and communications.
- Contract and oversee relationships with outside vendors/consultants for PR, digital marketing, advertising, etc.

- Serves as a public representative for Paper Mill to the community.
- Creates and inspires a strong teamwork environment and builds, trains, mentors, and supervises an effective, professional, and engaged marketing team and support staff.
- In collaboration with the Director of Finance and Administration, develops and manages the departmental budget.

### **Required Experience**

- Must have at least five years of marketing and communications management experience that demonstrates continued growth and success in the field.
- A deep appreciation for theatre.
- A demonstrated track record of successfully creating marketing and communications strategy for a program and/or an organization to boost attendance, engagement, and revenue.
- Experience supervising and managing a large staff.
- Have a history of successful inter- and intra-departmental collaboration.
- Have excellent problem-solving skills.
- Have budget management experience and knowledge of ticketing, including pricing tactics and revenue management.
- Excellent computer skills, especially Microsoft 365.
- Be willing and able to work flexible hours/days reflective of the dynamic schedule of a theatre, which may include evenings and weekends.
- Excellent interpersonal skills and the ability to communicate appropriately and effectively with all constituents.
- Strong organizational and time management skills with exceptional attention to detail.
- Experience with CRM software, preferably Tessitura.
- Excellent written and verbal communication skills.
- Awareness of current trends in the field.

### **Additional Eligibility Qualifications**

- A commitment to equity, diversity, and inclusion with an ability to interact effectively with people of different cultures and socio-economic experiences, free from prejudice and aggressions.

**Salary Range:** \$140,000-\$155,000

### **Apply**

Paper Mill Playhouse is committed to hiring individuals of diverse backgrounds. We strive to provide our staff with a nurturing and inclusive environment, equal for all employees and optimal for their success. Paper Mill celebrates diversity and believes it enriches our work environment and the work on our stage.

Send cover letter and resume to [recruiting@papermill.org](mailto:recruiting@papermill.org) with subject line: Director of Marketing and Communications. No phone calls, please.

***Paper Mill Playhouse*** is an **Equal Opportunity Employer** where the spirit of inclusion feeds into everything we do. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates. We strive to create opportunities, access, resources, and rewards that are available to and benefit everyone. *Paper Mill Playhouse* is committed to equal employment opportunity regardless of race, color, ethnicity, ancestry, religion, creed, sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender identity, gender expression, and Veteran status.