



## **Director of Marketing and Communications**

**Status:** Full-time, Exempt

**Reports to:** Executive Director

### **Background:**

ODC is a groundbreaking contemporary arts institution, delivering its mission through a world-class dance company, an innovative presenting theater and digital platform, a dance school for movers of all ages and abilities, ODC Health with initiatives including a fee-free diagnostic and educational Healthy Dancers' Clinic, and a fitness program for all levels and abilities. Guided by Founding Artistic Director Brenda Way, ODC is nationally recognized for its entrepreneurial spirit and artistic innovation. Unique for its fully integrated vision, ODC strives to inspire audiences, cultivate artists, engage community, and foster diversity and inclusion through dance performance, training and mentorship. ODC operates a two-building campus consisting of a Dance Commons and the ODC Theater in San Francisco's Mission District, and a robust digital program for classes, performances and engaging dialogue. ODC's programs and activities have contributed to community development, arts education and access to creative art-making for 50 years.

### **Position Summary:**

The Director of Marketing and Communications (DOC) supports the organization's strategic business objectives through developing and overseeing ODC's full suite of marketing and communications efforts. The successful candidate will bring a dynamic combination of strategic thinking, entrepreneurial initiative, a commitment to ODC's mission, marketing and communications functional expertise, and the willingness to apply their skills through both team leadership and hands-on execution.

The DOC leads the design and implementation of all marketing, communications, and public relations strategies for the organization, its constellation of mission-driven programs, and its revenue generating activities. The DOC is responsible for partnering with other internal leaders to achieve earned revenue goals for the organization, and also supports the Development team in achieving contributed revenue.

The DOC leads initiatives and campaigns to heighten ODC's institutional identity, promote awareness and recognition of the organization to a broad and diverse constituency, and identify, secure and grow existing and new sources of earned revenue for the organization from its primary business units: professional Company, School, Health Initiatives, presenting Theater, Digital platform, and special initiatives, accounting for approximately 50% of ODC's annual budget. In addition the DOC supports ODC's on-going fundraising and other entrepreneurial activities. The DOC collaborates regularly with artistic and executive leadership and fellow senior staff, and manages the Marketing and Communications team, including the Creative Director of Brand Marketing, Social Media Manager, and Marketing Associate; as well as contract earned media professionals, contract designers and agency(ies), and occasional special project staff and interns.

### Essential Duties and Responsibilities:

- Recommend and achieve established annual earned revenue goals for all programs; develop annual marketing plans to support these goals and activities, as well as further awareness of ODC's brand and activities
- Identify opportunities and strategies for revenue growth, and assist with development of relationships with other arts and community organizations, influencers, media professionals, and community leaders to promote ODC and advance the organization's reputation
- Lead implementation of marketing elements in ODC's Strategic Plan; identify new marketing elements for consideration
- Create strategy, concept and oversee execution of compelling institutional marketing materials, communications efforts, and collateral for all programs and projects
- Manage all paid media and advertising partnerships
- Develop and direct paid and organic marketing campaigns in collaboration with Creative Director of Brand Marketing and Social Media Manager for Company home seasons and performances, the School, the Theater, Health, and Digital Programming as well as for space rental programs and special initiatives such as the organization's 50<sup>th</sup> Anniversary and Community initiatives
- Develop and manage marketing and promotion budgets to support the organization's programs, revenue goals and fundraising activities; provide monthly projections to Finance department and regular reports to the Executive Director and fellow senior staff teams
- Analyze patron and student demographics, sales trends, buying patterns, and competition; utilizing data to determine advertising, promotion and pricing strategies for all performances, classes and ODC's rental program, as well as for relevant special projects, in collaboration with appropriate staff
- Provide direction and supervise marketing and communications staff team, contracted professionals, and vendors:
  - Oversee Creative Director of Brand Marketing, providing thought partnership and strategic support on all visual marketing campaigns
  - Oversee Social Media Manager, providing thought partnership and strategic support on all paid social media content strategy and publication as well as data analysis and strategic planning
  - Oversee Marketing Associate, providing clear direction and leadership support on all web page updates, email marketing strategies, CRM data and surveying
- Collaborate with Development staff to develop compelling messaging and collateral to support major fundraising campaigns, create and promote media and corporate sponsorship opportunities, and provide supporting materials for donor/funder proposals and reports
- Work with Audience Services Coordinator and Box Office staff to build support ticketing and sales of ODC presented events
- Serve as primary marketing liaison to the Associate Director of Artistic Planning to facilitate presentations of ODC / Dance by other venues/tour presenters; provide promotional materials and ensure communications and marketing related compliance with contractual agreements

### Qualifications:

- 5+ years mid- to senior-level marketing experience, preferably in the non-profit arts sector
- Bachelor's degree in communications or a related field preferred
- Proven success achieving earned revenue goals of \$1 million+ across multiple channels
- Thorough understanding of SF/Bay Area arts audiences and prospective arts lovers

- Demonstrated success in a leadership/management role. Successful candidate will be an effective motivator of staff and volunteers.
- Strategic and creative; responsive to changing priorities, opportunities and challenges
- Well-versed in marketing and communications strategies and current tactics with the ability to cultivate an effective organizational presence and develop compelling marketing/promotional campaigns across multiple channels
- Persuasive and compelling communicator with superb copywriting and editing abilities. Ability to effectively communicate, sell and translate ODC's mission/vision and programs to diverse audiences, communities, and individual stakeholders
- Strong background in paid media partnerships
- Strong background in paid digital marketing campaign strategy
- Strong background in data collection & analysis
- Experience with website development, as well as creating print and online publications
- Experience with SEO, and strategic management of Google Ads as well as with web analytics
- Keen eye for graphics, publication design, photography, and video
- Thorough understanding of, and facility utilizing, customer relationship management systems: MailChimp, TRG, SurveyMonkey, Sleeknote, Salesforce, Patron Manager
- Able to work and interact well with individuals from various backgrounds in a culturally diverse, fast-paced, and team-oriented environment to problem-solve and contribute ideas
- Based in proximity to the Bay Area to allow regular on-site work on the ODC campus (351 Shotwell Street and 3153 17th Street, San Francisco, CA 94110)

#### Compensation & Benefits:

Salary range: \$96,000 - \$105,000 DOE

This is a full-time, exempt position based on ODC's San Francisco, CA campus and offices with arrangements for some remote work. Role earns and accrues ten (10) days per year of paid time off. In addition, as a member of ODC's full-time staff, role receives three (3) additional days as floating holidays. Role also receives these paid holidays each year: New Year's Day, MLK or President's Day, Memorial Day or Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and ODC's administrative winter break—which is December 24 – December 31.

As a dance organization committed to physical well-being, this role is entitled to participate in the same medical and other benefit plans open to other full-time employees. Additional benefits include pre tax commuter deductions, access to tuition-free dance classes at ODC, and access to complimentary tickets to select ODC performances.

#### To Apply

- To apply for this position, please **email your current resume, cover letter, and examples of previous successful strategic marketing campaigns to: hr@odc.dance**
- Note that applications without cover letters will not be reviewed
- Please place the words, "**Director of Marketing & Communications**" in the subject line
- ODC requires proof of vaccination for the members of our staff who wish to work in-person on campus

*At ODC we believe the vitality of life in the San Francisco Bay Area is contingent upon continued exposure to a variety of perspectives, beliefs, and wisdom. Our work at ODC is challenging and exciting. We attract people who are committed to dance and the arts and we are willing to work hard to engage our audiences and serve our communities. If you want to make a difference, challenge yourself and help us continue to innovate, we welcome your energy and talents. People of color and people with disabilities, of diverse sexual orientations, gender expressions and identities are welcome and encouraged to apply.*