



TheatreWorks Silicon Valley Director of Marketing and Communications

“...an incubator of scores of artists, developing and premiering countless new works, many of which have gone on to long life elsewhere.”

- San Francisco Chronicle

Organization

TheatreWorks Silicon Valley (TheatreWorks) is one of the Bay Area’s flagship non-profit theaters and leading regional theatres in the nation. In 2019, the company was honored by the American Theatre Wing with the Regional Theatre Tony Award. Its mission is to celebrate the human spirit through innovative productions, new works, and arts engagement programs inspired by and engaging its diverse Silicon Valley community. TheatreWorks produces a mix of new works, regional premieres of contemporary hits, and reinvigorated classics, in the 600-seat Mountain View Center for the Performing Arts and the 425-seat Lucie Stern Theatre in Palo Alto, LORT B & C theatres, respectively.

With the point of view that the San Francisco Bay Area is the prototype of a diverse, ever-evolving America, TheatreWorks is committed to exploring the changing world and enhancing the American theatre with new vision, revealing who we are and what we might become. We seek to create community by welcoming the mosaic of cultures, perspectives and people that embody the Bay Area and beyond. We celebrate the transformative power of theatre to ignite imagination, inspire conversation, and interconnect our human spirits.

TheatreWorks has been committed to the creation of new works for the stage since its founding in 1970, having produced over 70 World Premieres and more than 170 Regional Premieres. In 2000, this commitment was strengthened and formalized with the establishment of its New Works Initiative, which has contributed to the development of scores of new plays and musicals earning national recognition and acclaim for the company and the new works program. Highlights of the program include the annual New Works Festival, the annual Writers Retreat, a commissioning program, and formative readings and workshops throughout the year. Writers currently under commission include Min Kahng, The Kilbanes, Lynn Rosen, Pia Wilson, Chris Miller, Nathan Tysen, Idris Goodwin, Mansa Ra, and Geetha Reddy. TheatreWorks believes in supporting local and national writers in the earliest stage of a play’s development.

The Arts Engagement program leads TheatreWorks’ commitment to engage its diverse community through Arts Education, Community Partnerships, and Inclusive Collaboration. Through accessible workshops, residencies, internships, civic salons, student matinees, touring productions, and other events, the program seeks to build intentional relationships with Silicon Valley neighbors. The Children’s Healing Project exemplifies the Arts Engagement program, in which TheatreWorks teaching artists lead improvisation-based workshops with patients at the Lucile Packard Children’s Hospital at Stanford University, patients at the Comprehensive Eating Disorders Unit at El Camino Hospital, and families at the Ronald McDonald House.

TheatreWorks has asserted its commitment to becoming an anti-racist organization and is pursuing the intention to use its voice and art form to take a stand against conscious and unconscious bias and systemic racism. Updates and action steps toward inclusion, diversity, equity, accessibility, and anti-racism are published on its website and include the creation of an IDEAA collective, ongoing facilitated training at the board and staff levels, and the creation of the new department of Arts Engagement. Along with creating educational programs and increasing the accessibility of our programming, this department will focus on fostering long-term, trust-based, and reciprocal relationships with BIPOC and under-represented communities throughout the Silicon Valley.

TheatreWorks Silicon Valley is governed by a 25-member Board of Trustees, led by Board Chair Holly Ward. Tim Bond has served as Artistic Director since 2020, following the 50-year tenure of Founding Artistic Director Robert Kelley. Debbie Chinn is the newly appointed Executive Director, joining the company in November 2022. For FY23,

TheatreWorks' budget is \$8MM with approximately \$3MM from earned income. TheatreWorks' endowment stands at approximately \$5 million.

Community

Situated on the traditional territory and unceded homeland of the Ramaytush Ohlone peoples, TheatreWorks is headquartered in Silicon Valley, which includes the cities of San José (the third-largest city in California), Sunnyvale, Santa Clara, Redwood City, Mountain View, Palo Alto, Menlo Park, and Cupertino. Silicon Valley's location around the southern shores of San Francisco Bay provides easy access to the global hub of San Francisco, with Yosemite, Lake Tahoe, and Napa Valley within driving distance. TheatreWorks serves the nine-county San Francisco Bay Area, which is home to approximately 7.8 million residents.

A nexus of arts and innovation, Silicon Valley is the home to many first-rate universities, including Stanford University, and dozens of major technology, software, and internet companies. Apple, Google, Meta (formerly Facebook), and Visa are among the major brands headquartered in the region.

TheatreWorks Silicon Valley is a leader among the region's arts and culture organizations, joining major Bay Area theatres American Conservatory Theater and Berkeley Repertory Theatre, along with nearly 400 Bay Area theatre companies, making the region the nation's third-largest theatre center. Silicon Valley is the home to numerous cultural organizations such as The Tech Museum, San Jose Opera, City Lights Theatre, Stanford Live, Cantor Arts Center, Symphony Silicon Valley, San Jose Museum of Art, Movimiento de Arte y Cultura Latino Americana (MACLA), EPACENTER, San Jose Stage Company, Children's Musical Theatre of San Jose, San Jose Youth Symphony, San Jose Museum of Quilts and Textiles, Children's Discovery Museum of San Jose, Less than an hour drive from Silicon Valley, San Francisco houses San Francisco Ballet, San Francisco Symphony, SF Jazz, San Francisco Opera, Club Fugazi, SFMOMA, the Asian American Art Museum, the Museum of the African Diaspora, and many others.

With its Northern California weather, Silicon Valley has a Mediterranean climate of warm summers and cool winters and offers proximity to beaches and countless ways to enjoy the outdoors. Visitors can find stunning views on endless miles of trails or spend an afternoon strolling through the historic Elisabeth F. Gamble Garden, which is free and open to the public every day of the year. Children can enjoy the Palo Alto Junior Museum and Zoo.

Sources: visitcalifornia.com; census.gov; siliconvalleyguide.org; cityofpaloalto.org; theatreworks.org

Position Summary

The Director of Marketing and Communications (DoMC) is a member of the leadership team for the theatre and will be an integral architect and thought leader as TheatreWorks charts its new course of history and possibilities. The DoMC leads TheatreWorks in achieving all sales goals (e.g., single ticket, group sales, and subscriptions), as well as overseeing all aspects of the brand, including positioning, press, and identity on a regional and national level. This is a hybrid remote/in-office position (a minimum of 2 days in the offices in Redwood City and in-person attendance at events, select performances, and staff/board meetings is required). The DoMC reports to the Executive Director.

Key Responsibilities

- Oversee TW's sales projections and corresponding pricing and inventory strategies to maximize revenue and motivate sales team while maintaining fiscal health of annual operation. Sets and manages the subscription, membership, and single ticket campaign strategy for the year (current ticket goal of \$3M).
- Partners with Artistic Director, Executive Director, and members of the Artistic Leadership team on the curation of season planning to balance artistic desirability with financial practicality.
- Manages the strategic direction, and promotion and sales of all events for TheatreWorks, including Arts Engagement, Development, New Works, and others as needed.
- Coaches, mentors, and sets direction for marketing team members.
- Sets and executes short- and long-term strategies for TheatreWorks' brand.

- Tracks sales performance of individual shows as well as the subscription campaign and makes necessary adjustments to achieve goals.
- Provides marketing and sales reports and trends to Board of Trustees and TW staff.
- Oversees annual marketing and box office budgets.
- Manages a staff of 7-10 (including Patron Services, Box Office, Marketing Department)
- Other duties as assigned by the Executive Director

Qualifications

The successful candidate will be a detail-oriented, innovative, and forward-thinking professional with proven successes with complex marketing and communication campaigns. Preference will be shown to those candidates with national marketing and branding expertise across various performing arts disciplines, plus a demonstrated high degree of professionalism and integrity.

The successful candidate will be a compelling, persuasive, results-oriented leader, able to build on group dynamics to inspire and set high expectations for direct reports, team members, executive leadership, and volunteers. A skilled manager and effective delegator with a passion for getting things done, they will create, execute, and evaluate a plan of action, while keeping the big picture in sight. They will have the flexibility to welcome and embrace change, plus the ability to balance the many challenges inherent in a lively theatre environment.

Key Competencies Desired

- Proven ability to grow an audience within a well-established and highly competitive marketplace.
- Proven ability to lead the use of digital media best practices to drive ticket sales
- Goal-oriented strategic thinker
- Commitment to foster an inclusive, collaborative, and anti-racist culture throughout the Company
- Flexible and curious thinker, creative fixer in support of all of TheatreWorks' future-proofing strategies

Compensation and Benefits

Salary is \$130,000/year and benefits that include employer-paid health insurance; a 403(b)-retirement plan; paid vacation; holidays; personal and sick days; season tickets to TheatreWorks; friends and family discounts; and a creative, energetic environment. TheatreWorks is an equal opportunity employer committed to a diverse workforce.

Applications and Inquiries

Please send a resume and cover letter, outlining how your skills and experience meet the qualifications of the position and stating how you heard about this opportunity to search@theatreworks.org, with the subject line: "DoMC – [insert your last name]"

TheatreWorks Silicon Valley strives to be an inclusive work environment and embraces a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups to apply.