



STG

Director of Sales & Marketing

Compensation: \$140,000 - \$170,000*

Invitation to Apply

STG presents an average of 700 events annually in Seattle at The Paramount, The Moore, and The Neptune Theatres as well as at venues throughout the region. Broadway productions, concerts, dance, theatre, lectures, education, community, film, and other enrichment programs can be found in our venues.

A multitude of artists and performers, partner organizations, donors and foundations, volunteers, and most of all – our patrons, make it possible for STG's mission to be fulfilled.

STG seeks a Director of Sales & Marketing reporting to the Executive Director and to join STG as a key member of the leadership team. This role provides strategic and tactical leadership for STG's marketing, communications and sales efforts, as well as leadership across all STG endeavors. The Director of Sales & Marketing will be instrumental in helping our organization meet our goal of expanding our reach into communities not currently being served by STG in its programs, workforce, donors, and volunteer partners.



Who We Are:

Mission:	To create enriching experiences in the arts, engage diverse communities, and steward historic theatres
Vision:	STG is the people's theatre. All are welcomed and represented.
Values Statement:	<p>We value Art: Art connects us. It allows us to explore all aspects of our humanity, to debate, to celebrate and to grow.</p> <p>We value Community: It is our role to advocate for greater participation in the arts, reduce barriers, and include diverse People, Cultures and Perspectives on our stages, in our audiences and within our staff, volunteers and board.</p> <p>We value Service: We are committed to caring relationships with patrons, partners, artists and staff through education, performance opportunities and healing.</p> <p>We value Learning for All: We deepen connection to art when we inspire the greater community through education, performance opportunities and healing.</p> <p>We value Our Team: We believe in the power of passionate people who care for our mission and each other.</p> <p>We value Stewardship: We make the best use of our resources, effectively and sustainably server our mission, and preserve our assets.</p>

We Seek Someone Who Is:

Please submit your application no later than July 23, 2021 to Norman@CLEAR-Consulting.Biz



A storyteller: you are adept at absorbing information from multiple sources and crafting clear and inspiring calls to action.

A coach and leader: you have a great track record of helping individuals grow and shine. You create highly engaged team environments.

Driven by results: you measure and observe things worth measuring. You connect team inputs & outputs to big picture strategy. You know what success looks like and know when you have achieved it.

Essential duties and responsibilities include the following. Other duties may be assigned.

1. Oversee marketing, communications and sales functions
 - a. Ensure effective STG branding; articulate STG's desired brand voice, image and position, and ensure consistent communication of such, both internally and externally;
 - b. Lead the development of storytelling assets to assist in awareness of STG as a non-profit community arts organization, bolster fundraising efforts, and increase stakeholder engagement.
 - c. Oversee STG sales programs, ensuring maximum value proposition for STG and our patrons. This includes the management of our Broadway and fine arts subscription programs;
 - d. Develop a scorecard to track the most critical sales, service, & marketing metrics.
 - e. Create and manage unique sales strategies and campaigns that reach a racially diverse population and feature a variety of performing arts genres – Broadway, rock & roll, hip-hop, dance, comedy, family, film, and more;
 - f. Manage the relationship with our ticketing platform provider, Ticketmaster.
 - g. Ensure well managed and effective websites, email campaigns and social media accounts to extend STG's reach and to facilitate internal and external interactions;
 - h. Create a high public awareness around STG's great Education & Community Engagement programs;
2. Shared accountability for STG's overall organizational strategy. Work within STG teams to:
 - a. develop and maintain a strategic perspective (based on marketplace, patron and constituent needs and satisfaction) in organizational direction, programs, and decision making.
 - b. ensure the overall health and vitality of STG.
 - c. ensure that STG's mission, vision, and values are upheld and practiced throughout the organization.
 - d. act as an internal consultant to bring attention and solutions to institutional priorities.
 - e. participate in advocacy and public affairs opportunities, in support of STG and our arts & culture industry/economy.
 - f. develop appropriate messaging for representing STG's mission and vision both internally and to the general public.
3. Manage people and programs to maintain the best possible workforce and culture.
 - a. Ensure effective people-management within the department.
 - b. Support, participate in, and oversee cross-functional teams within STG.
 - c. Effectively enable all staff so they can take action on behalf of STG by:
 - i. transmitting STG's values, vision, mission and direction;
 - ii. engaging people in deepening STG's significance in the cultural community;
 - iii. proactively supporting, developing and promoting STG's racial equity initiatives.
4. Diversity, Equity, Inclusion and Access:
 - a. All leaders at STG are expected to lead efforts within their teams and across the organization to create greater equity, representation, and sense of belonging.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, experience, knowledge, skill, and/or abilities

Please submit your application no later than July 23, 2021 to Norman@CLEAR-Consulting.Biz



Ordinary people with extraordinary vision can redeem the soul of America by getting in what I call good trouble, necessary trouble. - Congressman John R. Lewis (1940 – 2020)

required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Qualifications

1. 10 years sales/marketing experience in a comparable industry with demonstrated success in a senior management position
2. Demonstrated ability to plan, implement and manage at both strategic and operational levels
3. Exceptional presentation skills and demonstrated writing skills
4. Proven track record of developing and implementing marketing and sales strategies that have consistently met or exceeded planned objectives. Experience with subscription, club and/or membership programs preferred.
5. Ability to work collaboratively with colleagues and staff to create a high-functioning team
6. Successful experience using a CRM – Salesforce preferred
7. Demonstrated successful press and media relationships

*STG Leadership Team members are subject to a 20% COVID-related pay reduction. This range reflects the pay-rate before that reduction.

Key Collaborators

Josh LaBelle , Executive Director	Gary Corrington , Chief Financial Officer
Nate Dwyer , Chief Operating Officer	David Allen , Director of Special Projects
Adam Zacks , Chief Programming Officer	Kevin Harris , Graphic Designer
Maura Ahearne , Development Director	Kelly McMahon , Data Manager
Marisol Sanchez-Best , Director of Education & Community Engagement	Jeff Beauvoir , Director of Ticketing

The Director of Sales & Marketing serves as an essential contributor to STG's culture and success by:

- Championing Equity, Diversity, Inclusion, Accessibility and Anti-Racism work of the organization, including rotationally leading the internal effort, by attending all-company trainings and while at community events
- Engaging with and modeling STG's vision, mission, and values in all aspects of work

The Director of Sales & Marketing role will include the following:

- Take initial time to listen, learn, and understand all elements of STG
- Build a 21st century relationship-driven Sales & Marketing department while providing direct supervision, mentoring and leadership for the team
- Work with department heads to establish budgets, long-range resource goals and plans
- Ensure that day-to-day functioning of Sales & Marketing meets and furthers our Strategic Plan
- Provide management reports with Key Performance Indicators for all organizational functions including DEIA goals, to ensure effective management of these key areas
- Train and support Board members to increase successful board participation in high level communications
- Represent the organization at professional gatherings and at civic social events, conventions, committee and various trustee and staff meetings
- Diversify and expand STG Sales & Marketing department
- Perform other duties as assigned by the Executive Director

About You, Our Ideal Candidate

Please submit your application no later than July 23, 2021 to Norman@CLEAR-Consulting.Biz



Ideal candidates will be passionate about the role arts and entertainment can have to help our society heal after isolation during this pandemic. We seek an individual accomplished in significant sales and marketing leadership, able to engage our Board and the broader Puget Sound community, and who understands how to use a strategic framework to drive operational performance. The new Director of Sales & Marketing will be a strong collaborative partner with demonstrated success working as part of an executive team.

Qualifications:

- Compassion, great listening skills, self-starter, with 10+ years of demonstrated successful experience in sales and marketing-related roles, with at least five years of supervisory/management experience. Experience partnering cross-functionally to achieve organizational cultural change.
- A successful track record delivering full-range Sales & Marketing planning, analysis, and dash board reporting services to organizations similar to our ~\$25 million annual operating budget. ***We look forward to reading more about your record in your cover letter.***
- Expertise in Diversity, Equity, Inclusion, and Accessibility frameworks and an ability to relate to diverse professional, cultural, and social perspectives.
- Outstanding written and verbal communication skills; highest level presentation, negotiation, project management, and problem-solving skills; and exemplary customer service skills required.
- Collaborative and collegial management style who also has a good sense of humor.
- Demonstrated passion for the arts and entertainment.
- Strong work ethic, superior record of ethical service, and strategic and leadership coaching skills.
- Proficiency in relevant Marketing and Communications technology, Microsoft Word, Excel, PowerPoint, and internet-based research.

Physical Demands: Some carrying and lifting up to 25 pounds.

Working Environment: Noise fluctuates between quiet and moderate. ***Currently, this position is remote.***

Applications due by July 23, 2021. The position will be open until filled. In your application, in addition to discussing your ability to meet the above responsibilities, **please answer the following questions:**

1. Please describe how you develop and execute strategic sales & marketing plans when managing change in an organization experiencing incredible growth?
2. What has been your most significant accomplishment in the field of Marketing and why?
3. What do you see the Marketing department's role in Diversity, Equity, and Inclusion work?

We invite interested applicants to submit a cover letter including your answers to the three questions above, salary requirements, three professional references and resume to: Norman Sigler at Norman@CLEAR-Consulting.Biz - include in subject line: ***Director of Sales & Marketing.*** No phone calls please.

STG is an equal opportunity employer and does not discriminate in the hiring of personnel on the basis of race, creed, color, religion, national or ethnic origin, gender or gender identity, age, veteran status, sexual orientation, marital status, disability or any other protected status as provided by law.

Please submit your application no later than July 23, 2021 to Norman@CLEAR-Consulting.Biz