

Robert Sweibel

Arts and Culture Consulting

Position Profile

WOOLLY MAMMOTH THEATRE COMPANY

DIRECTOR OF MARKETING

Woolly Mammoth Theatre Company seeks a collaborative, innovative, data-inspired leader for the position of Director of Marketing. This is a thrilling opportunity to lead marketing for a major American theatre at a critical point in the history of the performing arts industry.

Mission Statement

Woolly Mammoth produces courageous and invigorating new work to radically redefine theatre as a catalyst for an equitable, creative, and engaged society.

About Woolly Mammoth

Woolly Mammoth creates badass theatre that highlights the stunning, challenging, and tremendous complexity of our world. For over 40 years, Woolly has maintained a high standard of artistic rigor while simultaneously daring to take risks, innovate, and push beyond perceived boundaries. Co-led by Artistic Director Maria Manuela Goyanes and Managing Director Emika Abe, Woolly is located in Washington, DC, equidistant from the Capitol Building and the White House. This unique location influences Woolly's investment in actively working towards an equitable, participatory, and creative democracy.

One of the few remaining theatres in the country to maintain a company of artists, Woolly serves as an essential research and development role within the American theatre. Plays premiered here have gone on to productions at hundreds of theatres all over the world and have had lasting impacts on the field. These include the world premiere productions of Danai Gurira's *Eclipsed* in 2009 that later went on to be the first Broadway play with a cast & creative team of all Black women; Bruce Norris' Pulitzer-Prize Winner *Clybourne Park* in 2010; and Anne Washburn's *Mr. Burns: a post-electric play* in 2012. Woolly produces theatre beyond our building by sending productions like Aaron Posner's *Stupid Fucking Bird* across the nation and bringing Aleshea Harris's *What to Send Up When It Goes Down* to neighborhoods throughout DC. A national tour of Madeline's Sayet's *Where We Belong* will launch in 2021. In addition, Woolly was the first to pioneer Pay-What-You-Will tickets in the DMV, which are now available at every single performance.

Woolly Mammoth acknowledges that the theatre stands upon occupied, unceded territory: the ancestral homeland of the Nacotchtank whose descendants belong to the Piscataway peoples. Furthermore, the foundation of this city, and most of the original buildings in Washington, DC, were funded by the sale of enslaved people of African descent and built by their hands. Understanding that history and context, Woolly values building relationships with neighbors and resident artists in the DMV area. Our nationally-acclaimed Connectivity Department is one of the ways we accomplish this by linking Woolly to like-minded community organizations in order to generate mutually beneficial, impact and power-aware partnerships.

Overview of Position

The Director of Marketing is the leader of deepening engagement with Woolly Mammoth's patrons. This position has primary oversight in developing new audiences and retaining current ones. The Director of Marketing is responsible for maintaining and elevating the Woolly Mammoth brand, ensuring the integrity of institutional communications, and in creating the patron experience. This position reports to the Managing Director and leads a department of three full-time and up to twenty part-time staff members tasked with meeting organizational revenue goals, planning and implementing show-based and institutional marketing campaigns, and actively engaging all patrons in a robust experience with the Theatre. As the leader of marketing programs, the Director of Marketing motivates their team to craft campaigns for subscription and single ticket sales, typically generating

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\$1.7-\$2 million in earned revenue annually. The Director of Marketing works closely with the Managing and Artistic Directors to devise guest experiences that are as innovative and engaging as the artistry on stage. They work closely with other departmental leaders as a member of the Core Leadership Team. They have considerable responsibility for setting and meeting organizational goals, and participating in season planning within an innovative, radically inclusive, and risk-taking disposition. The Director of Marketing is integral to organizational well-being and achieving the expanding vision of Woolly Mammoth.

Roles & Responsibilities

- Collaborate with artists to deliver savvy creative services that build the brand of each production as an extension of Woolly's brand as an industry-leading, high-quality innovator throughout DC, the American theatre world, and beyond
- Oversee Woolly's communication strategy to present a unified voice in external communications to the public, media, industry, funders, business partners, and other stakeholders that engenders broad institutional good will and financial support
- Develop subscription, single ticket, membership, group, and other ticket programs and campaigns to identify, cultivate, attract, steward, and retain audiences from year to year:
 - Optimize sales and revenue through goal-setting, yield management and pricing
 - Administer multi-channel campaigns to include database marketing, direct mail, telemarketing, e-commerce social media with strong emphasis on video, and traditional media
 - Project, budget, and achieve subscription and single ticket revenue goals based on historical sales trends; set and manage pricing; maximize revenue by implementing dynamic pricing strategies in coordination with overall organizational goals
 - Execute innovate audience development strategies with a focus on fostering patron loyalty, maximizing revenue, increasing audience diversity, and furthering anti-racism in action
 - Oversee an analytics program that generates key sales, financial, and statistical reports, analyses and insights
- Test and optimize industry-leading digital strategies and tools that extend the Theatre's reach to the broadest potential audience across multiple channels
- Supervise full- and part-time staff, developing employees to their fullest potential and providing challenging opportunities that enhance employee career growth
- Partner with Development and Connectivity departments to conceive and deliver marketing-informed campaigns in support of initiatives including but not limited to the annual fund and annual gala, and various community-focused programs
- As a member of the Core Leadership Team, act as a strategic leader on short and long-term organizational issues, and positively influence organizational culture
- Collaborate with the external relations committee of the Board of Directors and contribute to Board activities
- Develop essential partnerships with colleagues and peers within the community and industry that expand Woolly's reach and impact
- Supervise box office operations, and ensure that the patron experience of the theater is inclusive and welcoming, and exemplifies Woolly's commitment to anti-racism and radical inclusivity.
- Develop and oversee an annual marketing & communications budget of \$850,000

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The preferred candidates

- Appreciation for Woolly's spirit of aesthetic innovation and social provocation
- Enthusiasm, maturity, and collaborative leadership
- A record of progressive accomplishment in theatre, arts, or event marketing at a multi-million-dollar organization
- Equal dedication to planning, follow-through, and adaptability that flourishes in a fast-paced, deadline-driven, multi-task environment
- Commitment to hiring and managing a diverse staff that brings new perspectives to organizational culture
- Superlative communication skills, both in writing and interpersonally
- Capacity to supervise the creative development of marketing materials that express complex ideas in an attractive and compelling manner
- Superior analytical abilities and facility with data that informs decision-making
- Proficiency in all facets of current digital advancement trends
- Experience with MS Word products (Word, Excel, PowerPoint, others)
- Expertise with budget development and expense management
- Experience with CRM systems; Tessitura experience a plus

An Exceptional Opportunity

Woolly Mammoth offers a salary of \$75,000—\$85,000 and benefits including paid vacation, employer-sponsored health insurance, employee-paid dental and vision insurance, and participation in 403b and FSA plans. Woolly provides a diverse, congenial, and supportive environment conducive to professional growth.

Woolly's culture is driven by core values of radical inclusivity, creative risk-taking, relentless inquiry and experimentation, world-class excellence, and innovation. The company expects both personal and collective accountability in how these values are applied to the work of each employee of Woolly. Woolly Mammoth has upheld and benefited from systems of oppression in our country and aims to do better; using the principles of anti-racism to guide institutional actions and decision-making. How employees do things is as important as what they do, and Woolly expects its core values and anti-racist practices to influence the way they work together as a team. Woolly Mammoth strives to center openness, integrity, and care in its policies, processes, and how employees interact with one another. The company embraces a culture of transparency, accountability, and mutual respect as the foundation of all its collaborations, both inter-departmentally and externally. Woolly takes seriously its role as a civic leader, and strives to address local and national challenges using collective knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. The company believes that everyone in the Woolly community is worth engaging in conversations about the art it makes and how that art intersects with the world. Woolly leans into the unconventional, especially if a nontraditional and inventive approach will help the company reach new understandings of our art form, our industry, and our world.

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Application Process

Robert Sweibel Arts & Culture Consulting is conducting this search on behalf of Woolly Mammoth Theatre Company. Qualified individuals are invited to submit a resume and an expression of interest (letter, video, audio) that speaks to accomplishments, skills, and characteristics that distinguish the candidacy. Please, no phone calls.

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Hiring Process

A review of prospective candidates will commence immediately and continue until the position is filled. All candidates of interest will be contacted. We regret that we're unable to follow up with every candidate.

Each applicant's materials will be reviewed by the Consultant. After reviewing all applications, the Consultant will conduct first-round interviews (to occur on a rolling basis) by phone or video. The Consultant will recommend applicants for further consideration to the Theatre. Additional interviews with Woolly staff and select Board members, in a format to be determined, then will be undertaken. The process will continue until an appointment is made.

Woolly Mammoth Theatre Company thanks you for your interest!