



Director of Marketing

Theatre Aspen, the award-winning professional theatre company located in the heart of the Colorado mountains, is accepting applications for a fulltime Director of Marketing to join our staff. Situated in one of the most beautiful destinations in the world, Theatre Aspen is the region's most celebrated theatrical institution and has been a fixture of the community for over forty years, attracting a long litany of renowned performers.

As the Director of Marketing, you will spearhead the development and execution of innovative marketing strategies to promote our acclaimed productions and events, with the ultimate goal of driving ticket sales and enhancing audience engagement. This position requires significant autonomy from September through April, during which you will manage all marketing initiatives independently. From May through August, you will lead a dynamic team, bolstered by two marketing assistants, to amplify our efforts during the bustling summer season.

Key Responsibilities:

- **Strategic Leadership:** Design and implement comprehensive marketing strategies that align with Theatre Aspen's mission and elevate our brand presence.
- **Content Development:** Craft engaging and compelling marketing content for social media, email campaigns, press releases, and promotional materials.
- **Social Media Oversight:** Oversee the management of our social media profiles, ensuring consistent and strategic engagement and growth.
- **Email Marketing Excellence:** Plan and execute targeted email marketing campaigns, including content creation and performance evaluation.
- **Collaborative Design:** Coordinate with graphic designers or leverage design tools like Adobe and Canva to produce captivating visual marketing assets
- **Event Promotion & Public Relations:** Lead the promotion of theatre events and productions, deepen relationships with media outlets, and secure valuable press coverage.
- **Analytical Insight:** Utilize analytical tools to measure marketing campaign effectiveness and generate actionable reports.
- **Community Engagement:** Drive audience interaction through online platforms, address inquiries, and gather feedback to refine marketing strategies.
- **Budget Oversight:** Manage the marketing budget efficiently, ensuring all financial operations align with fiscal goals.
- **Partnership Development:** Explore and develop sponsorship and partnership opportunities to bolster marketing initiatives.
- **Website Management:** Ensure the theatre's website is continually updated with relevant, engaging content.
- **Administrative Leadership:** Manage scheduling, file organization, and other administrative tasks to streamline marketing operations.

- Summer Program Leadership: Oversee the sales and production of advertising in the summer program, coordinate with various departments to curate content, and manage ad sales logistics.

Qualifications:

- Proven expertise in strategic marketing and leadership.
- In-depth understanding of social media platforms, trends, and analytics.
- Exceptional written and verbal communication skills.
- Creative flair for content ideation and execution.
- Strong organizational and project management abilities.
- The ability to work independently and collaboratively.
- A passion for theatre and the performing arts is highly desirable.

Location Requirement: This position requires residency in or relocation to the Roaring Fork Valley, to fully immerse in the vibrant community and the engaging world of Theatre Aspen.

If you are a visionary marketing professional with a love for the arts and the ability to lead dynamic campaigns, we invite you to apply and become a pivotal part of our Theatre Aspen family.

Job Type: Full-time

Pay: \$75,000 - \$80,000 per year plus extensive benefits.

To apply please send resume and cover letter to resumes@theatraspen.org with the subject line "Director of Marketing".

Theatre Aspen is an equal opportunity employer and understands that the work to create equitable theatre on and offstage is never done and we pledge to continually pursue equity, diversity, inclusion, and accessibility in our hiring, casting, education, and performance practices.