



SENIOR DIRECTOR OF MARKETING AND COMMUNICATIONS

ByalaSearch LLC is pleased to announce that our firm has been retained by Dance Theatre of Harlem to identify candidates for the position of Senior Director of Marketing and Communications.

ABOUT DANCE THEATRE OF HARLEM

Dance Theatre of Harlem is a leading dance institution of unparalleled global acclaim, encompassing a professional performing Company, a School, and Community Programs which includes Dancing Through Barriers®, the institution's comprehensive arts education program. Each component of Dance Theatre of Harlem carries a solid commitment towards enriching the lives of young people and adults around the world through the arts, as well as remaining deeply rooted in its Civil Rights origins.

Founded in 1969 by Arthur Mitchell and Karel Shook, Dance Theatre of Harlem was considered "one of ballet's most exciting undertakings" (The New York Times, 1971). Shortly after the assassination of The Reverend Dr. Martin Luther King, Jr., Mitchell was inspired to start a school that would offer children — especially those in Harlem, the community in which he was born — the opportunity to learn about dance and the allied arts with the intention of giving those children the necessary skills to become global citizens. Now in its fifth decade, Dance Theatre of Harlem has developed an extraordinary legacy of providing opportunities for creative expression and artistic excellence that continues to set standards in the performing arts. Dance Theatre of Harlem has achieved unprecedented success, bringing innovative and bold new forms of artistic expression to audiences in New York City, across the country and around the world.



PRIMARY FUNCTION

Dance Theatre of Harlem is seeking a Senior Director of Marketing and Communications to plan, develop, and implement the Institution's marketing strategies, communications, and public relations activities. Interfacing with the Board of Directors and reporting to the Executive Director, this position directs the efforts of the marketing, communications, and public relations staff and consultants, and serves as a member of the senior management team.

POSITION DESCRIPTION

Specific Responsibilities of the Senior Director of Marketing and Communications:

Strategy, Leadership and Vision

- Develop and implement an integrated strategic marketing and communications plan to advance DTH's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key constituencies.
- Create marketing/public relations strategy that will allow DTH leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Work collaboratively with national presenters in the development of a marketing/public relations strategy that supports audience ticket-buying and engagement in targeted cities, as well as enhances DTH's position as a leading touring dance company.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Serve as a thought partner to DTH Board and staff leadership, including Artistic Director, Executive Director, School Director, and Senior Director of Philanthropy.



- Play a leadership role in strategic, budget and other institutional planning efforts.
- Represent Dance Theatre of Harlem leadership at community-based and national events.

Marketing

- Develop and execute comprehensive short-term and long-term marketing plans and programs to support the growth in ticketing, contributed revenues, capital campaign contributions, event attendance and earned revenue goals.
- Oversee the development of all marketing collateral materials, performance programs, e-communications, website, social media, annual reports, etc.
- Oversee the day-to-day activities of the marketing department, including budgeting, planning, and staff development.
- Manage ticket sales for annual New York City performance season.
- Negotiate media buys, marketing sponsorships, and promotional partnerships.
- Enhance and evaluate DTH's brand identity and reputation regionally, nationally and internationally.

Communications

- Oversee the engagement, cultivation, and management of press relationships to ensure coverage surrounding DTH, special events, public announcements, and other projects.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Oversee the development of publicity and press announcements.

Team Development/Management

- Build and manage the DTH marketing team to support the development and execution of DTH's institutional marketing and communication strategies.
- Establish and monitor staff performance and develop goals, assign accountability, set objectives, and establish priorities.



- Promote a collaborative culture of high performance and continuous improvement that values learning and a commitment to quality.

Planning and Budgeting

- Develop short- and long-term plans and budgets for the Marketing department, monitor progress, and evaluate performance.
- Recommend short- and long-term institutional and earned revenue goals and objectives to the Executive Director.
- Develop, implement, and monitor systems and procedures necessary to the smooth operation of institutional marketing and communications.
- Keep informed of developments in the fields of marketing, communications and public relations and use this information to help the institution operate with initiative and innovation.
- Measure results of marketing and promotional programs, and make data-driven decisions about how to invest DTH's marketing resources for maximum impact.

Critical Competencies for Success:

- Strong leadership experience in creating a strategic vision and setting direction for a Marketing and Communications function within an institution consisting of diverse audiences; ability to articulate this vision to diverse stakeholders.
- Thorough understanding of the culture represented by Dance Theatre of Harlem and an ability to connect to the audience through this culture.
- Track record of creating marketing strategies to drive increases in attendance and membership throughout the year; increase awareness of an institution's programs and mission.



- Experience positioning an institution both internally and externally and raising its profile, through various media, with its current constituents as well as with new audiences.

Ideal Skills and Experience:

- Bachelor's degree in marketing, communications, or public relations preferred. Graduate degree in a related field is desirable.
- Minimum of 7 - 10 years of experience in marketing, communications, or public relations with demonstrated success, preferably in the not-for-profit arts and culture sector.
- Demonstrated ability to tell the story of an organization and connect with an audience; track record of developing and implementing a marketing strategy that targets a diverse audience base.
- Demonstrated experience and leadership in managing and developing a comprehensive communications, media relations, and marketing program, including ticket buying campaigns to advance an organization's mission and goals.
- Experience planning, writing, editing, and producing print and electronic newsletters, press releases, annual reports, marketing literature, performance programs, and other print and electronic materials.
- Superior management skills; ability to influence and engage direct and indirect reports and peers.
- Ability to make decisions in a changing environment and anticipate future needs.
- Self-reliant, good problem-solver, results-oriented.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact institutional initiatives
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, DTH's Board of Directors and staff
- Experience with new media and technological innovations a plus.

- Financial skills appropriate for management of budget, financial projections and research purposes.
- Demonstrated ability to manage competing demands and changing pace of priorities; comfortable dealing with all levels of DTH staff.

Other Characteristics:

The successful candidate understands the significance of Dance Theatre of Harlem and is very passionate about the mission that ballet belongs to everyone all over the country and everywhere. The Senior Director of Marketing and Communications will be future-focused, thinking strategically about the intersection of different programs and creating comprehensive communications strategies. The placement will be an innovative, seasoned professional capable of developing strategies for long-term implementation and working in a fast-paced environment, maintaining flexibility and a sense of urgency. The ideal candidate will be confident, creative and entrepreneurial with the ability to articulate strategies to senior management as well as manage a collaborative team, enabling staff to perform at the highest level to achieve the best possible outcomes. Dance Theatre of Harlem lives at the intersection of art and social justice with the key values of access, opportunity and excellence. The Senior Director of Philanthropy will embody those values and be comfortable in a diverse environment while successfully balancing both staff and senior management needs and expectations. The placement will be sensitive in their presentation style and have the instincts to build and sustain internal and external relationships crucial to Dance Theatre of Harlem.



COMPENSATION

The compensation for the Senior Director of Marketing and Communications is targeted at \$130,000 to \$150,000.

WORK ENVIRONMENT

Dance Theatre of Harlem's offices are currently under renovation. DTH is working with Gensler to re-imagine their office spaces, which should re-open in the fall, at which time the Marketing team will be in office a minimum of 2 days a week.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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