Job Description
Marketing & Communications Director

Description: The Marketing & Communications Director advances the mission of Wortham Center for the Performing Arts (WCPA) by growing revenue, expanding the customer base, and increasing visibility for the organization and its programs.

Wortham Center for the Performing Arts is in the heart of vibrant downtown Asheville, N.C. and is active year-round. Wortham Center includes the 500-seat **Diana Wortham Theatre**, which opened in 1992, along with the 100-seat **Tina McGuire Theatre** and the mixed-use **Henry LaBrun Studio** which both opened in September 2019, providing increased opportunities to expand Wortham's impact in the community.

Wortham Center presents a series of critically acclaimed touring artists, a robust education program for all ages, and is the home venue for more than 40 local organizations as well as being used by commercial promoters and civic organizations. The organization continues to expand programming and services for the benefit of residents and visitors to Western North Carolina.

Responsibilities:

Reporting to the Managing Director, the Marketing & Communications Director is a senior staff position and will plan, implement, supervise and evaluate activities which meet or exceed revenue, audience, and visibility goals for the Wortham Center for the Performing Arts through:

Strategic Leadership and Branding:

- Develop and implement the strategic marketing and communications plan for the Wortham Center ensuring alignment with organizational objectives and revenue goals
- Collaborate with other departments within Wortham to ensure cohesive and integrated communication efforts that support the overall mission and objectives
- Conduct marketing research and analysis to identify trends, optimize strategies, and inform decision-making
- Set and analyze key performance indicators and report on campaign effectiveness, providing analysis and data-driven recommendations for improvement
- Implement outreach strategies that lower barriers to entry and actively engage historically underrepresented audience segments within the community

Audience Development and Sales:

- Generate engaging marketing content across various platforms, including digital, print, and social media, to attract and retain patrons
- Develop and execute a holistic patron retention strategy based on the 'Long Haul Model' framework, mapping specific data-driven next steps across the entire relationship ladder (first-time buyers, repeat spenders, new subscribers, and donors)
- Identify opportunities to improve the customer experience
- Foster collaborations and partnerships with local businesses, schools, and community organizations
- Manage the creation of the Wortham Presents season brochure, playbill, program inserts, posters, season video, and other collateral as needed

- Assist and advise outside users of the Wortham Center on marketing strategy as needed
- Oversee playbill advertising to meet and exceed revenue goals
- Establish ticket pricing structures and promotional strategies in partnership with executive leadership to optimize Box Office revenue

Digital Marketing and Communications:

- Build and maintain relationships with local media outlets, securing press coverage
- Oversee media season sponsorship agreements to secure paid and comped digital, print, and radio ad placements
- Generate media releases
- Oversee the email and newsletter process and monitor metrics
- Oversee management of surveys to gather audience data and drive engagement
- Direct social media efforts
- Oversee the website and ensure information is current and accurate, user-friendly, optimized for search, and accessible to all visitors
- Plan and manage digital ad campaigns, maintaining budgets and targeting parameters to optimize reach and conversions

Philanthropy and Education Support

- Lead marketing efforts for educational programs, incorporating print, digital, and community outreach strategies to boost enrollment
- Partner with the Development and Education teams to design and execute campaigns that actively drive donor engagement and program enrollment

Operational Leadership:

- Recruit, manage, and evaluate marketing department staff, including the Marketing Manager, Box Office & Ticketing Manager, and independent contractors
- Prepare and oversee the annual marketing budget aligning resources with organizational goals and monitoring expenses
- Provide strategic oversight and operational leadership for the Box Office and ticketing services to ensure an exceptional standard of customer service, active revenue tracking, and accurate patron data collection
- Represent Wortham Center in the community and on national and regional platforms related to the role
- Take an active role in the overall operations of Wortham Center

Qualifications:

- Minimum of a bachelor's degree in marketing, business, or a related field from an accredited college or university
- Four or more years related work experience, including two years in a supervisory or managerial role
- A passion for the performing arts and ability to be conversant in one or more art forms
- Knowledge of audience development process and design
- Proven success designing and managing marketing campaigns
- Understanding of and experience with grant procurement, fulfillment, and reporting
- Stellar written, verbal, and interpersonal communication skills, including public speaking and the ability to craft clear, targeted messaging for various audiences
- Curiosity, energy, enthusiasm, and a desire to seek further knowledge and professional growth

- Proven ability to manage and prioritize competing responsibilities
- Solid analytical and problem-solving skills, with the ability to work independently
- Proficiency with Microsoft Office, WordPress, email platforms, and Canva
- Ticketing, Asana, Feathr, and CRM systems experience is preferred but not required

Special Considerations:

- Will often be required to walk, stand, sit, and lift up to twenty-five pounds with or without reasonable accommodation
- Requires a valid North Carolina Driver's License and clean driving record
- Ability to work with minors
- Variable hours with night and weekend work required, based on project and performance schedules
- Periods of high volume/workload may be required

The position target start date is February 1, 2027. Wortham Center for the Performing Arts offers a competitive salary contingent on experience and qualifications, and excellent benefits such as health, dental, life insurance, Flexible Spending Account, parking, and a generous paid time off policy. The Marketing & Communications Director is an in-person, full-time exempt position.

Wortham Center is a nonprofit organization that operates in Fiscal Year 27 with a $2.2m budget, with 76% earned revenue and 24% contributed revenue. The organization employs 14 full-time and 45 part-time employees, as well as 100 volunteers, and operates with a 14-member board of directors.

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of the position given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

Application:

Submit a cover letter and current resume as one document to opportunities@worthamarts.org by December 31, 2026. Please use "Marketing & Communications Director" as the subject line. No calls or drop ins.

The successful candidate for this position will be subject to a comprehensive pre-employment background check, including but not limited to social security verification, education verification, national criminal background checks, motor vehicle checks, PATCH, FBI fingerprinting, Child Abuse Clearance and credit history based upon the requirements of the position.

WCPA is an equal opportunity employer and does not discriminate based on race, color, marital status, religion, gender, gender expression, age, sexual orientation, veteran status, national origin, genetic information, or physical or mental disabilities that do not hinder performance of essential job tasks.

WCPA is committed to recruiting, supporting, and fostering an equitable, diverse, and inclusive community of outstanding staff members and volunteers. Those who share this goal are encouraged to apply.