

ALONZO KING LINES BALLET

Title: Director of Marketing

Reports to: Executive Director

Join an internationally-acclaimed arts organization at a pivotal time in its growth. Celebrating 37 years, Alonzo King LINES Ballet is part of the cultural fabric of San Francisco and known around the globe for its impact on shaping the future of ballet and dance education. Founded by visionary choreographer Alonzo King, the organization has been recognized for its world-premiere performances featuring unique collaborations and transformative education programs that nurture creativity, self-discovery, empathy, and risk-taking.

The Director of Marketing is an integral member of the LINES Ballet leadership team. You will be responsible for planning and implementing successful marketing strategies that attract new audiences and students, deepen the organization's connection with its community, and strengthen its global brand and international reputation. This position requires a strong understanding of evolving digital marketing tools, exceptional communication skills, project management experience, and the ability to both think strategically and execute big ideas. The ideal candidate will thrive in a fast-paced environment, take initiative, have a flexible and analytical mindset, and enjoy working collaboratively across teams.

The director manages two direct reports.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

A. Marketing Strategy

- Develop and implement marketing plans for the entire organization that advances institutional goals; this includes marketing the professional company and 5 core education programs
- Assist Executive Director and Finance Director in establishing annual earned income goals and marketing KPIs; regularly report on progress
- Oversee consistency of the LINES brand and core organizational messaging
- Collaborate closely with program directors to translate objectives for each program into actionable marketing strategies, media plans, and lead the development of creative materials (Dance Center, Training Program, BFA Program, Summer Program, Kids at LINES, Community Programs)
- Establish and maintain strategic partnerships that help LINES in reaching new audiences and communities
- Leverage analytics to continuously assess the effectiveness of campaigns
- Engage board members in supporting marketing strategies
- Advise Executive Director and colleagues on trends and opportunities in the marketplace

B. Project Management

- Create and manage organization-wide marketing calendar

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- Prioritize the department's workflow to align with organizational priorities
- Manage the production of marketing collateral (e.g. brochures, postcards, posters, print ads) and theater programs with input from Creative Director
- Manage digital marketing campaigns utilizing Google Analytics and AdRoll, Facebook, Youtube and Instagram
- Manage email campaigns, ensuring targeted, timely messages
- Oversee LINES Ballet's website with support from Digital Strategist
- Oversee LINES Ballet's social media presence with support from Digital Strategist
- Set up ticketing, seat pricing, and monitor box office sales for Fall and Spring Seasons and oversee complimentary tickets
- Oversee targeted mailings of marketing collateral, including acquiring and organizing mailing lists
- Develop and execute media plans for LINES Dance Center, Education & Community programs, and the professional company

C. Communications

- Liaise with contracted PR specialist to support media coverage of key initiatives
- Develop copy for marketing materials, including print, emails, and web for all LINES programs
- Engage marketing team in supporting fundraising initiatives incl. the development of print and electronic communication, as well as the annual report

D. General

- Manage overall department budget
- Supervise 2 direct reports
- Liaise with vendors and contractors
- Occasional evening and weekend work required

QUALIFICATIONS:

- 5+ years of related, progressively responsible work experience in marketing/communications/digital or brand marketing, preferably in nonprofit settings
- Bachelor's degree
- Passionate about LINES Ballet's mission
- Experience overseeing diverse marketing campaigns including social media, digital marketing, and the production of print materials
- Excellent written communication skills
- Commitment to working in cross-functional teams
- Detail-oriented with excellent project management skills, ability to handle multiple projects and tasks, often in a fast-paced environment
- Ability to see, understand and communicate the big picture as well as translate into actionable next steps
- Excellent people skills with a track record of building strong relationships with internal and external stakeholders

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- Experience successfully managing one or more full-time direct report(s) preferred
- Proficient in WordPress, Google Analytics, AdRoll, Paid social campaigns, Constant Contact, and Excel
- Fluency in Adobe Creative Suite strongly preferred

OTHER ATTRIBUTES

- Self-starter with a high level of initiative
- Proactive and problem-solving mindset
- Responsive and resourceful
- Attention to detail and deadline orientation
- Love of dance is a plus
- Knowledge of Bay Area community a plus

TO APPLY

Please send a cover letter and resume to jobs@linesballet.org with “Director of Marketing” in the email subject line.

Position open until filled.