

ALONZO KING LINES BALLET

Title: Marketing Director

Location: Hybrid with ability to regularly be at Office HQ in San Francisco, Civic Center area

Classification Type: FT – Exempt

Reports to: Managing Director

Salary: \$110-115K

Start: ASAP

To apply: Please send resume and a brief cover letter to jobs@linesballet.org

ABOUT ALONZO KING LINES BALLET

Alonzo King LINES Ballet was created with the purpose of touching hearts and stirring minds through dance. Named as a choreographer with “astonishing originality” by the New York Times, Alonzo King has guided **Alonzo King LINES Ballet** with his unique artistic vision since 1982. The organization has been recognized for its critically acclaimed Company performances around the world, its unique musical collaborations, and transformative education programs that nurture creativity, self-discovery, empathy, and risk-taking.

With each artistic collaboration, LINES Ballet investigates deeply rooted affinities between Western and Eastern classical forms, elemental materials, the natural world, and the human spirit. At LINES Ballet, the artistic investigation is infinite and essential for it leads to what unites us as human beings: empathy, joy, and the ability to transcend. Alonzo King LINES Ballet embraces a spirit of inquiry and openness to change combined with a reverence for legacy and history.

We invite you to learn more about us here: <https://linesballet.org/>

POSITION SUMMARY

The Marketing Director is responsible for planning and implementing marketing strategies for all programs in the organization including our professional, touring Dance Company, Summer & Training program, BFA at Dominican University, Community Programs and Dance Center.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Develop and implement comprehensive marketing strategies that drive growth and align with LINES’ business objectives and support our new Strategic Plan.
- Lead a small team fostering an environment that encourages innovative thinking and collaboration.
- Oversee the planning, execution, and analysis of marketing campaigns across various channels, ensuring they meet performance goals and resonate with our target audience.
- Enhance and maintain LINES brand identity, ensuring platform and materials consistency.
- Conduct market research and analysis to identify trends, customer needs, competitive landscape, using insights to inform strategic decisions.

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- Work closely with cross-functional teams and external vendors such as PR firms and others to ensure cohesive messaging and alignment of marketing efforts.
- Develop and manage the marketing budget in partnership with Executive and Finance Directors, ensuring efficient allocation of resources to maximize ROI.
- Establish metrics to measure the effectiveness of marketing initiatives, providing regular reports and insights to LINES leadership including board. Ability to pivot in new directions.
- Be a high contributor to LINES leadership team. Represent and support LINES at our annual Gala, performances at YBCA and other public-facing events as needed.

MARKETING STRATEGY, PLANNING & MANAGEMENT:

- Creatively and strategically market LINES locally, nationally and internationally with consideration to the organization's mission, vision, aesthetic, and brand.
- Develop and maintain strategic partnerships with other organizations/partners for the purpose of building brand awareness and increased audience engagement.
- Work collaboratively with Development staff to plan and implement Corporate Sponsorship programs and planned, multi-channel communications.
- Drive marketing strategy for two annual company performance seasons (Spring/Fall). Monitor City Box office sales and front of house information.
- Create, execute, and analyze results of strategic marketing plans for the Dance Company, Training and Summer Programs, Dance Center and BFA Program at Dominican University.
- Use data and KPI's to inform budget, targeting and strategic direction.
- Proactively advise LINES leadership of upcoming trends, threats, and opportunities in the marketplace and dance world.

CAMPAIGN & CONTENT EXECUTION:

- Collaborate cross-organizationally to develop and promote thought leadership content which communicates expertise and impact to key audiences.
- Create content production for all communications using persuasive, informational and formal writing skills: newsletters, social media, ad copy, briefs and LINES website to ensure impactful, consistent branding and messaging across channels.
- Manage and optimize email campaigns to maintain a strong connection with our community. Oversee mailings, list management and digital platform compliance.
- Produce and manage all marketing collateral (print, brochures, press, mailings) and theater programs for seasons and tours in collaboration with Creative Director.
- Lead the strategy and execution of social media content to increase engagement, expand our online community, and elevate LINES digital presence across multiple platforms.
- Direct and oversee all website content and website management. Ensure smooth operations of website and mobile app experience in partnership with our website vendor.

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- Partner with the Creative Director to produce engaging video content in a timely and impactful manner.

KNOWLEDGE, SKILLS & ABILITIES:

- Minimum 5 years' experience at a senior marketing level, preferably in Non-Profits
- Bachelor's degree in marketing, communications, business or related field preferred.
- Demonstrated exceptional marketing writing, editing and presentation skills.
- Proficiency with marketing analytics tools and CRM's; use of data to drive strategy.
- Excellent project and time management skills with ability to hold multiple priorities and push to completion within tight deadlines.
- Ability to lead, inspire and manage both projects and people.
- Evidence of successful digital marketing campaigns, social media and content strategy.
- Strong communicator and collaborative working style with ability to present findings to staff, board members and other stakeholders.
- Self-driven, self-starter with ability to complete work and prioritize with high independence.
- Familiarity with fundraising principles, donor engagement and the marketing intersection.
- Interest, passion and curiosity to be part of Alonzo King LINES Ballet – to promote our art, tell our stories, build our base of engagement and help us thrive far into the future!

PHYSICAL REQUIREMENTS:

- Most of the time sitting, performing desk-based computer tasks.
- Occasional stand/walk, climb ladders and stairs, twist, bend/stoop/squat, kneel/crawl, lift/carry/push objects that weigh up to 25 pounds.
- Consistent with its obligations under the law, LINES Ballet will provide Reasonable Accommodation to any employee with a disability who requires accommodation to perform the essential functions of this job.

BENEFITS - Eligible staff at LINES receive an excellent and comprehensive benefits package:

Time-off details: 10 vacation days + 4 wellness/personal days, 8 paid federal holidays plus 1-week paid time off during end of year holiday closure

Employer-Paid Life, Health, Dental options (Kaiser, Anthem, MetLife HMO/PPO with a range of plans), Vision, Acupuncture & Chiropractic care package

Flex Spending Plans (pre-tax FSA): Health, Transit/Parking, Dependent Care

403(b) Retirement Plan

Employee Assistance Program (EAP)

Discounts or free access to performances, classes and LINES merchandise

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LINES Ballet is an equal opportunity employer. LINES embraces a workforce that reflects the exceptional diversity of the Bay Area and our country. Equal employment opportunities are available to all applicants without regard to race, color, religion, age, sexual orientation, sex, gender identity and expression, national origin, physical and mental disabilities, marital or partner status, pregnancy and military status.