

# ST. ANN'S WAREHOUSE

DIRECTOR OF MARKETING AND COMMUNICATIONS

POSITION DESCRIPTION



**ORGANIZATION:** St. Ann's Warehouse  
**POSITION:** Director of Marketing and Communications  
**REPORTS TO:** Artistic Director; General Manager  
**LOCATION:** Brooklyn, NY  
**WEBSITE:** [stannswarehouse.org](http://stannswarehouse.org)  
**TO APPLY:** Please send cover letter and resume as one PDF to [StAnnsMarketing@pbrsearch.com](mailto:StAnnsMarketing@pbrsearch.com) with title format "Last Name First Name – Letter Resume".

## **BACKGROUND**

St. Ann's Warehouse (St. Ann's) plays a vital role in the global cultural landscape as an artistic home for the American avant-garde, international companies of distinction, and talented emerging artists ready to work on a grand scale. St. Ann's signature flexible, open space allows artists to stretch, both literally and creatively, enabling them to approach work with unfettered imagination, knowing that the theater can be adapted in multiple configurations to suit their needs.

The organization, originally known as Arts at St. Ann's, was founded as an adaptive reuse for the National Historic Landmark Church of St. Ann and the Holy Trinity on Montague Street in Brooklyn Heights in 1980. Since that time, St. Ann's transformed two warehouses before settling into its permanent home in the Tobacco Warehouse in iconic Brooklyn Bridge Park. The 25,000 square foot, pre-Civil War structure has brought countless opportunities for year-round programming to complement the recreational and aesthetic qualities of the surrounding area.

The complex includes:

- A large, versatile theater space, with capacity for 300–700 people, to accommodate St. Ann's core theater and music programming, large-scale festivals, and special community milestone events.
- A multi-use Studio, dedicated to local artists and community groups, especially suited to intimate, small-scale programs and events.
- The Max Family Garden, an open-air triangle garden forged within the existing brick walls, open to the public during Brooklyn Bridge Park hours and designed by Brooklyn Bridge Park landscape architects Michael Van Valkenburgh Associates.
- In recent years, St. Ann's programming has expanded to include its exterior walls for visual arts presentation, as well as concerts, large and small, within Brooklyn Bridge Park.

The St. Ann's Warehouse design provides multiple points of access for community members from across the street as well as artists and visitors from around the world to come together to explore new possibilities for expression, ensuring St. Ann's continues to enrich local life for decades to come.

## **POSITION**

St. Ann's Warehouse seeks a friendly and highly motivated individual who works well in a creative milieu to be the director of marketing and communications. Reporting to the executive team of artistic director and general manager (referred herein as programming), the director of marketing and communications is a key senior staff member who works closely with programming and development to promote and advance St. Ann's identity and mission, engaging existing followers, donors, and audiences—and building new ones—for its local, regional, and international programming. The director of marketing and communications will lead the development and upgrade of the marketing department, including creating the most effective team structure, hiring the right people to fill those roles, and overseeing outside contractors (including graphic designers, videographers, and PR consultants). The director leads the team in marketing strategies and campaigns in pursuit of media coverage and corporate and producing partnerships and supports

development on individual memberships and donor programs. This person will be a visionary strategic thinker with strong communication, copywriting, and editing skills, and robust PR, digital, and print advertising experience.

## **RESPONSIBILITIES**

- Set and reach earned income goals; establish strategic third-party ticketing initiatives and partnerships to increase earned income; promote new audience development and access. This includes student discounts, group sales, rush tickets, ticket subsidy partnerships, and donor benefits.
- Develop in-house marketing team: manager, support, and social media.
- Lead institution's strategy and plans for marketing, communications, ticket revenue, and demand pricing for all programs.
- Maintain a consistent institutional voice across membership and donor campaigns, and institutional and corporate sponsorships, by overseeing design and creating assets.
- Craft and lead marketing campaigns, institutional communications, and budgets; oversee execution of print, digital advertising, social media, and all promotional elements and budgets.
- Coordinate and overhaul the institution's website and plans for expansion to new platforms, working closely with programming, development, and other related St. Ann's departments.
- Oversee, coordinate, and inspire a strong team of in-house marketing staff and external PR, graphic design, and other paid consultants.
- Function as lead copywriter and editor of all communication materials.
- Pioneer new institutional and corporate sponsorships and entrepreneurial revenue generation in coordination with programming and development.
- Collaborate with development team to increase subsidized revenue goals and increase Inside Circle and Major Donor membership programs.
- Build an ongoing robust marketing, communications, and sales reporting framework to analyze and report past and present sales figures, statistics, and patterns to programming and development teams and the board.
- Serve as institutional liaison with touring or co-producing companies to ensure mission and marketing integrity align with St. Ann's Warehouse.

## **QUALIFICATIONS**

### **Experience**

- Significant marketing experience, preferably at a relevant organization (e.g. performing arts organization, agency that partners with relevant clients)
- Track record of success with developing audiences and executing innovative, multi-pronged campaigns to reach those audiences
- Experience managing a marketing budget effectively to meet goals
- Experience in producing publications and copy editing; graphic design and/or copywriting experience a plus
- Experience and track record of selling tickets or comparable public-facing sales experience
- Knowledge of New York, national, and/or international arts and cultural community
- Knowledge of Google Suite, MS Word, MS Excel, and CRM systems; background in Adobe Suite preferred

### **Personal Attributes**

- Commitment to St. Ann's Warehouse's vision and mission
- Ability to work independently and as part of both an artistic and institutional team
- Ability to analyze data in order to inform strategy, as well as think expansively and creatively
- Superior verbal and written communications skills
- Excellent organizational, administrative, and computer skills
- Ability to collaborate and manage multiple projects simultaneously and to meet ambitious deadlines

- Ability to innovate while staying true to a founding vision
- Strong design sense and eye for aesthetics
- A good sense of humor and self-confidence
- Can collaborate closely and effectively with a small, dynamic team made up of diverse perspectives

#### **COMPENSATION**

- Anticipated salary range \$120K-\$140K; commensurate with experience
- Attractive benefits, including generous health and dental insurance premium coverage and PTO

***Frequently cited statistics show that women and people from underrepresented groups apply to jobs only if they think they meet 100% of the criteria. If you meet many but not all the criteria and feel you may be a good fit for the role, St. Ann's Warehouse encourages you to apply.***

***St. Ann's Warehouse is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, St. Ann's Warehouse will provide reasonable accommodations for qualified individuals with disabilities.***