

Job Title: Sales & Marketing Director
Reports To: Chief Marketing Officer
FLSA Status: Exempt, Full Time
Department: Marketing

Summary: The Sales & Marketing Director supports the Marketing team and reports directly to the CMO, as the keeper of the brand. Oversees all aspects of the Long Center's marketing activities; both long-range and day-to-day.

Essential Duties and Responsibilities: include the following.

Branding-

- Working directly with the CMO, continue to evolve brand strategy and standards for the Long Center's vision and mission.
- Oversee the brand compliance of all Long Center marketing and communication materials, to drive consistency across all communication channels on and off premise.
- Oversee all communication plans with marketing team, for the benefit of building brand awareness in the community and expanding to new audiences.
- Establish marketing partnerships and develop relationships with media representatives in the Greater Austin community.
- Develop brand strategies with internal departments, including Philanthropy, Strategic Partnerships and Education a

Sales and Ticketing

- Collaborates with Ticketing and Programming to set sales goals for Long Center Presents programming.
- Monitors sales goals with Ticketing and Programming team to adjust sales strategies that aid in reaching show-ticketing goals.

Management

- Supervise implementation of marketing plans for LCP programming and LC branding with internal teams and external partners.
- Ensure deliverables are managed both on-time and in-budget.
- Supervise marketing staff in the development and execution of all creative campaigns.
- Inspire and manage a team of curious staffers by establishing a vision, evaluating and pushing the work, and driving accountability and execution.
- Build internal team alignment and relationship across the enterprise; ensure internal strategic and executional alignment with key stakeholders.
- Manage annual marketing budget.
- Evening and weekend work required.

LONG CENTER FOR THE PERFORMING ARTS

701 W. Riverside Drive | Austin, TX 78704 | 512.457.5100 | [THELONGCENTER.ORG](http://thelongcenter.org)

Qualifications:

- Bachelor's degree required, degree in marketing preferred.
- 7+ years of relevant, progressive marketing experience.
- Supervisory experience: 5+ years directly managing at least 5 people.
- Passion for marketing: you genuinely love the field you're in.
- Self-motivated: You are constantly honing your craft and investing in your self-development.
- Excellent writing skills: you are a persuasive copywriter and have samples to show for it.
- Excellent organizational skills: you are able to manage multiple priorities and deadlines.
- Adaptable: you thrive in a fast-paced growth environment and handle change well.
- Self-starter: you identify opportunities for improvement and act on them
- Ethics: treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.

Benefits:

- Medical, vision, dental, long and short-term disability offered. Half of medical plans are completely employer-paid with no waiting period to enroll.
- 401(k) with 6% employer match after 1 year of tenure.
- 8 paid holidays, 4 weeks of Paid Time Off.
- Free secured parking spot. No need to hassle with downtown parking!
- Discounts at merchants, gyms, events all over the city, state, and country.
- A culture focused on balance, teamwork, and passion for making a positive impact in our team member's lives and careers.