



George Street Playhouse

Senior Director, External Affairs

New Brunswick, NJ



Background

George Street Playhouse (GSP) was founded in 1974 as the first producing theatre in New Brunswick, New Jersey, anchoring the revitalization of the city's arts and cultural landscape. In the years since its founding, George Street Playhouse has embraced its mission "to enrich lives by producing world-class theatre," and kept its longstanding commitment to the development of new plays and its dedication to the production of quality artistic and educational programs.

George Street's values are embodied in our mission as we strive:

- To produce high quality intellectually and emotionally challenging new works, reimagined classics, and educational programming with relevance to society;
- To serve as a vital cultural institution in New Jersey and a creative force nationally;
- To positively shape and be shaped by the diverse character of our community; and
- To create a nurturing home for the highest level of professional in the arts.

Position

George Street Playhouse is seeking an experienced professional to serve as its Senior Director of External Affairs. This Senior Leadership position provides a unique opportunity to work alongside the Artistic Director, Managing Director, and Board of Trustees to strengthen the organization for the future and position it for long-term success, at one of the country's leading regional theatres with a consistent track record of launching new plays that move to NYC. Reporting to the Managing Director, the Senior Director of External Affairs will lead George Street Playhouse's development and marketing departments and will have the opportunity to build and structure those teams as needed to support the growth and advancement of the organization. The Senior Director of External Affairs will bring vision and initiative to promote, sell, and fund the world-class work that is happening at the theatre.

Responsibilities

- Create and implement a comprehensive development and marketing strategy that includes plans to grow both contributed and earned revenue through partnerships, promotions, major gifts, special events, government grants, foundation grants, planned giving, and corporate giving.
- Partner with the Artistic Director, Managing Director, Board, and staff to serve as a motivational force in fundraising efforts for the organization.
- Oversee the daily operations of the marketing and development departments and empower staff to succeed.
- Be a presence in the community, attending events and building relationships with key stakeholders, partners, and individuals.

- Partner with and engage the Board in ideas and dialogue.
- Develop an understanding of and influence the artistic direction and educational programming in order to support and drive revenue.
- With key staff, oversee the creation and execution of a marketing and communications plan that will include advertising, public relations, digital and social media efforts as well as forming new strategic partnerships.
- Further the theatre's efforts to reach and engage new and more diverse audiences and create new outreach initiatives.
- Grow and analyze data-driven research to help inform fundraising and marketing initiatives to drive revenue growth through donations, memberships and ticket sales, reviewing the data received to improve, change or abandon strategies to ensure the achievement of desired results.
- Play a key role in strategic planning, ensuring that development and marketing efforts are reflected in and aligned with the overall strategic objectives of the organization.

Qualifications

George Street Playhouse is seeking a visionary and innovative thinker with exceptional leadership skills and a demonstrated history of relevant experience.

The ideal candidate will possess the following skills and characteristics:

- Recognizes and embraces the imperative to build a strong foundational base where inclusion, diversity and equity become culturally ingrained.
- Background in development at various levels, proven fundraising record, and capacity to formulate both traditional and entrepreneurial strategies.
- Experience working successfully and collaboratively with a Board of Trustees, senior management and professional colleagues.
- Demonstrated ability to select, train, motivate, and inspire staff, while holding them accountable for their performance, building a sales-driven culture within the marketing and development departments.
- Demonstrated ability to direct and execute effective strategies and tactics for marketing, social and traditional media, and public relations.
- Successful record of achievement soliciting major gifts, building and cultivating relations, and leveraging a strong network of contacts.
- Successful experience managing external relationships and technical support teams.
- Excellent interpersonal, verbal and written communication skills – ability to build consensus across internal and external constituents.
- Highly organized, results-oriented leader. Experience in establishing clear direction, operating against objectives, and meeting deadlines with strong team building skills.
- Energetic and enthusiastic leader with the impactful presence to establish a strong community presence and “face” for the organization.

- Knowledge of fundraising/ticketing/CRM software systems

Salary

\$110,000-\$130,000 (dependent upon experience)

This position description is based upon material provided by George Street Playhouse, an equal opportunity employer.

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