



Now Hiring

Communications and Marketing Director

Organization

Eugene Ballet is a leading professional, residential ballet company, located in the heart of Eugene, Oregon. In addition to the Professional company, Eugene Ballet includes an inspiring Academy, a Youth company, and the Midtown Arts Center (MAC), administrative home of multiple local arts organizations.

The heart of our vision is to nurture the love of dance. It is a vision that goes beyond the stage, touching the hearts of those who experience the profound impact of movement and artistic expression. The Eugene community shares our vision and has supported our efforts for over 45 years to make Eugene Ballet a performing arts organization that our residents take pride in and have a strong sense of ownership for. Eugene Ballet is the Community's Ballet.

Job Summary

Reports to: Executive Director

We are looking for a Communications and Marketing Director to design and implement strategies that cultivate our relationships with the media, engage our target audience and boost our brand awareness.

If you are interested in leading our efforts to engage local and national media, build online communities, create impactful marketing programs, and drive brand consistency we would like to meet you. You will use your creative ideas to drive marketing and communications initiatives that bring long-term success. Ultimately, you will promote and maintain a positive image of our company, while ensuring strong online and offline brand presence.

Essential Job Functions

Communications Strategy, Vision, and Leadership

- Develop and implement an integrated, strategic communications plan to broaden awareness and strengthen Eugene Ballet's brand identity across each area of the organization (Academy, Youth Ballet, and MAC) with key stakeholder audiences.
- Create a brand/marketing/public relations strategy that will allow Eugene Ballet executive and board leadership to cultivate and enhance meaningful relationships with targeted, high level external audiences, including the media, public officials, individual and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with the board and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Build and manage the board Public Awareness committee.

Communications Operations

- Oversee the continued development and use of the Eugene Ballet brand.
- Serve as lead point person on media interactions that help promote and/or impact the organization and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to Eugene Ballet's programs, special events, public announcements, and other projects.
- Prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Manage sensitive issues to maintain Eugene Ballet's positive reputation.
- Manage and execute all advertising buys and deliveries.
- Manage, oversee, and/or execute marketing led events and activities such as lobby lead at shows and community engagement events.
- Oversee, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan.
- Oversee, or execute as needed, the development of all brand print and electronic materials, including Eugene Ballet's website.
- Curate content and increase audience engagement on Eugene Ballet's social media channels.
- Manage relationships with any communications related staff, contractors, consultants, and vendors.
- Track and influence media coverage and report on PR and marketing campaign results.

Team Development/Management

- Recruit and manage a communications support team, including one on-staff Visual Art Director, board members, contractors, interns, and volunteer talent, to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

Requirements and Skills

- 10+ years proven work experience as a Marketing/Communications/Public Relations Director or Manager. BSc in Marketing, Communications, Journalism, or equivalent experience.
- Excellent communication and presentation skills with confidence to serve as the company's spokesperson.
- Ability to foster long-term relationships with key professionals. Willingness to share own ideas, even amongst senior staff and board members.
- Solid experience coordinating successful PR campaigns.
- Expertise in different social networks, including Facebook, X (formerly Twitter), Instagram and others.
- Willing to execute day to day tasks and work independently.
- Capable leader, manager and coach for staff, board, intern, contract, and volunteer talent.
- Good entrepreneurial work ethic and a desire to "get the job done."
- Ability to prioritize and effectively follow through.



Compensation and Benefits

- Full-time exempt salary of \$52,000 - \$62,000 annually, commensurate with experience.
- Employer sponsored health insurance.
- Dental Insurance
- 403b Retirement plan with employer match.
- Seven paid holidays.
- Paid Vacation

Application Process

Please submit application materials via e-mail to josh@eugeneballet.org or by mail at:

Midtown Arts Center
Attn: Josh Neckels
174 East 16th Avenue
Eugene OR 97401

Application materials must include:

- Cover letter describing specific successful communications and marketing experience.
- Resume
- Contact information for three professional references.

If you think you might be the perfect fit for us, then let's start the conversation and see if Eugene Ballet is your ballet.

