POSITION PROFILE
Pittsburgh Civic Light Opera
Director of Sales & Marketing

Pittsburgh CLO invites applications and referrals for the position of Director of Sales & Marketing. This is a promising opportunity for a dynamic and entrepreneurial professional to lead its marketing and communication efforts. As they enter their 76th year, the incumbent will bring experience and expertise to highlight the production, education, sales, and touring initiatives that are the nonprofit’s lifeblood. Candidates from diverse backgrounds are strongly encouraged to apply.

About the Organization

The mission of Pittsburgh CLO is the “celebration of musical theater.” Pittsburgh CLO is a not-for-profit cultural organization dedicated to the preservation, creation and promotion of the American musical theater art form, the furnishing of arts education and providing outreach and meaningful community service opportunities in Western Pennsylvania and throughout the United States. With the support of nearly 200,000 patrons each year, the organization continues to produce its critically acclaimed summer season, launching the careers of countless performers, welcoming some of Broadway and Hollywood’s brightest stars to the Pittsburgh stage and defining Pittsburgh as a cultural destination.

Pittsburgh CLO provides year-round entertainment at the CLO Cabaret, unparalleled performing arts training at the Pittsburgh CLO Academy, valuable educational opportunities in the community, recognition for young performers at the Gene Kelly Awards, and opportunities for local artists on our stages and work for talented craftsmen at the CLO Construction Center for the Arts. More than a successful local theater, Pittsburgh CLO is an industry force that co-develops and co-produces Broadway shows (including Matilda, An American in Paris, On Your Feet!, Kinky Boots, and Cats) and produces national musical tours, most recently Little Mermaid.

Pittsburgh CLO recognizes theater can be a catalyst for individual, communal, educational, institutional, and societal transformation. Pittsburgh CLO supports anti-racism and rejects anti-Blackness in all its forms. The organization believes that Black lives matter. They know that it is within their power to create offices, classrooms, rehearsal studios and stages that reflect these values. As a member of the arts community, they have always embraced diversity in their work. But they need to do more, need to do better, and are committed to change.

Pittsburgh CLO is a founding member of The National Alliance for Musical Theatre and the Independent Presenters Network, and a member of The Broadway League.

The Position

The Director of Sales & Marketing (hereafter Director) is a member of the CLO senior management team responsible for reaching attendance and earned revenue goals, and for delivering a positive brand experience that earns broad institutional support. The Director manages all facets of sales, marketing, communications, and public relations for the organization. This includes stewardship of the Pittsburgh CLO brand and strategic planning of sales campaigns to achieve financial goals for four main product lines: CLO Summer Season,
Cabaret Series, *A Musical Christmas Carol*, and CLO Education Programs. Reporting to the Executive Producer, the Director collaborates with the senior management team and supervises a five-person team responsible for reaching revenue, attendance, and publicity goals for all performances and public-facing activities.

**Primary Duties and Responsibilities**

- Create and direct the implementation of integrated marketing strategies and sales plans to support subscription, group, and single ticket sales goals for all CLO product lines through traditional and digital media, direct response, and out of home advertising.
- Manage website and digital communications strategy and content, including targeted email marketing, video production, and social media.
- Direct all media relations including press releases for all departments, generating consistent local media interest, and organizing media events.
- Oversee relationships with external vendors, agencies, and designers; negotiate media placement and promotional partnerships.
- Partner with the Manager of Patron Services to monitor sales, forecast revenue, and provide analysis of season and single tickets sales throughout the year; implement and monitor dynamic pricing modules and subsequent analysis for all events.
- Coordinate the set-up of subscription packages, discounts, promotions, and offers in Tessitura.
- Supervise and develop policies to create efficient customer service and ticketing services for season tickets and group sales.
- Produce all playbills, including soliciting and trafficking external advertising content and revenue, with Graphic/Web Designer.
- Provide financial management, reporting, and accountability around marketing budgets and expenses.
- Collaborate with the Development and Education Departments to maximize revenue for all areas of the organization.

**Attributes and Qualifications**

The ideal Director of Sales & Marketing is an outgoing and confident leader and collaborator. They are a natural strategic planner who activates the latest best practices and innovations in performing arts marketing. They rely heavily on data to inspire decision-making. They possess the capacity to contribute a marketing-driven perspective to programming conversations. They demonstrate a strong aesthetic sensibility, creative vision, and a genuine interest in trying new methods and approaches. The Director is a creative, inclusive, and appropriately risk-tolerant leader who inspires a dedicated staff that produces high-quality work in a complex, fast-paced environment. The Director cultivates a culture of hard work, mutual respect, and ongoing learning. They are an enthusiastic advocate for the Pittsburgh arts community.

Additionally, the successful candidate will exhibit:

- Extensive track record of progressive leadership and accomplishment in marketing and sales, ideally in live event marketing at a multi-million-dollar scale.
- Dedication to long-term strategic planning and a demonstrated ability to implement effective marketing plans.
- Demonstrable commitment to cultivating and managing and motivating a diverse staff and creating a positive, collaborative, and productive culture.
- An enthusiastic, outgoing, calm, driven, and intellectually curious personal style with excellent interpersonal communication skills that engage and motivate colleagues, board members, and vendors.
- Experience with ticketing/CRM software, database management, and customer service programs; Tessitura experience a plus.
Experience with video design and production processes, e-commerce, and digital marketing strategies.
Superior analytical skills, including knowledge of statistical analysis, revenue projection, and pricing strategy
Maturity, steadiness, and a strong sense of humor.
The capacity to add value and perspective to organizational culture.

Of course, a love of theatre and/or the performing arts is a must!

An Exceptional Opportunity

The Director of Sales & Marketing role commands a salary between $90,000 and $110,000, as well as full employer-paid benefits (health, dental, vision, long-term disability insurance), a 403(b) and 401(a) retirement plans, and paid vacation and sick leave. Pittsburgh CLO also offers a diverse, congenial, supportive environment conducive to professional growth. Additionally, the role provides an opportunity to lead and advance the musical theater experience to loyal subscribers and new audience members.

About Pittsburgh

A city built on innovation, Pittsburgh continues to push the envelope with major contributions in technology, education, medicine and beyond. In fact, in 2021, WalletHub named Greater Pittsburgh its sixth-best metro area for STEM professionals.

But more than Pittsburgh's industries have changed – the skyline has been completely transformed, too! Riverfronts are thoughtfully developed, utilized for recreation now more than ever. Businesses look to the environment as an asset, not a challenge. And, best of all, "green" has replaced "smoky" for good.

The city's vibrant arts scene includes major theaters, opera, dance companies, museums, and independent artists. Since 1984, the Pittsburgh Cultural Trust has promoted the economic and cultural development of downtown.

Pittsburgh is a vibrant, mid-sized city that has the feel of a small town. Its approachability can be seen on the faces of its energetic, hard-working, and proud people. For more, visit https://www.visitpittsburgh.com/about-us/about-pittsburgh/.

Application Process

Position available now. Pittsburgh CLO is an Equal Opportunity Employer. Persons from diverse backgrounds are strongly encouraged to apply. It is the continuing policy of Pittsburgh CLO to afford equal employment opportunity to qualified individuals regardless of their race, color, religion or belief, age, sex, gender identity or expression, national origin, ancestry, sexual orientation, physical or mental disability, veteran status, or family or parental status and to conform to all applicable laws and regulations to that regard. This policy of equal employment opportunity comprehends all aspects of the employment relationship, including application and initial employment, promotion and transfer, administration, and the application of service, retirement, seniority, and employee benefit policies.
Sweibel Arts is conducting this search on behalf of Pittsburgh CLO. Candidates are invited to submit a resume and an expression of interest (letter, video, audio.) that speaks to accomplishments, skills, and characteristics that distinguish the candidacy. Please, no phone calls.

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A review of prospective candidates will begin immediately and continue until the position is filled. Candidates of interest will be contacted. We regret that we are unable to follow up with every candidate. No phone calls, please.

To learn more about the company, please visit https://www.pittsburghclo.org.