

Assistant Marketing Director, Groups and Subscriptions

The National Theatre, located in the heart of downtown Washington DC, seek a highly motivated, collaborative, and skilled individual with entertainment sales and/or marketing experience to serve as Assistant Marketing Director, Groups and Subscriptions. This position will focus on expanding group and subscription sales for both the Broadway at the National season as well as additional programming including concerts, comedians, speakers, etc.

The successful candidate will:

- Create and lead the implementation of a coordinated, multi-channel marketing plan to target new, traditional, and super groups.
- Grow subscription numbers while maintaining a loyal subscriber base.
- Identify new leads through community organizations and businesses.
- Develop tailored experiences (receptions, talkbacks, meet & greets) for groups based on The National Theatre programming.
- Pursue new opportunities to maximize sales revenue through partnerships, promotions, sponsorships, and rentals.
- Develop strategies to increase tourism-related sales.
- Supervise part-time sales representatives in answering calls and processing orders. Develop initiatives to incentivize staff.
- Monitor and report sales trends and adapt to changes in sales patterns. • Support press and marketing efforts at times of high volume.
- Supervise group engagement, subscription table, and Broadway at the National lottery ticket sales.

Education/Experience

- Bachelor's degree in marketing, communications, advertising, public relations, or related field. • 3-5 years of experience in sales in the entertainment industry.
- Established connections in the DC community (Tour operators, groups, Corporate) a plus. Skills/Abilities
- Microsoft Office products, especially Excel.
- Database software or ticketing systems knowledge a plus.
- Excellent written and verbal communication.
- Ability to prioritize tasks and handle multiple tasks at one time.
- Must be willing to work non-traditional hours before, during, and after shows to ensure success.

Other Information and Application Process

- Interested candidates are invited to submit a letter of interest, resume, and list of references by Friday, October 27, 2017 to careers@thenationaldc.com. Salary commensurate with experience.