



 A NEDERLANDER PRESENTATION

BROADWAY AT THE NATIONAL (NATIONAL THEATRE GROUP) Marketing Director

The National Theatre, managed by Nederlander and located in the heart of downtown Washington, D.C., is the nation's oldest venue still presenting touring Broadway. The Broadway at The National marketing department seeks a highly motivated, detail-oriented individual with arts marketing experience to serve as its Marketing Director.

Duties will include:

- **Marketing Leadership:**
 - Manage and supervise local marketing team.
 - Manage relationships with show marketing reps and all marketing vendors for the venue.
 - Oversee subscription, season, and show marketing budgets and plans, working with BATN management and accounting to ensure timely and cohesive execution and settlement.
 - Coordinate and lead all season and single ticket campaigns.
- **Public Relations:**
 - Plan and execute all press efforts (print, television, radio, etc) for Broadway at The National shows. Includes pitching, scheduling, day-of coordination/execution, and tracking/optimization. Particular attention given to relationships with reviewing publications, and morning in-studio television in the DC market.
 - Plan and execute BATN evergreen/goodwill press, to benefit the brand outside of individual show titles.
- **Marketing and Sales Operations:**
 - Lead planning and execution of all email marketing efforts for Broadway at The National.
 - Manage all FOH and venue signage/collateral.
 - Maintain BATN website (CMS is Wordpress) and the brand's online presence via SEO, AdWords, etc.
 - Oversee outbound group sales efforts.
- **Partnerships and Ancillary Income:**
 - Lead efforts to secure Broadway at The National's restaurant and community partners.
 - Lead sponsorship acquisition and benefit fulfillment.
 - Facilitate additional income streams.
 - Coordinate with our partners at NTF (National Theatre Foundation) on branding and communications efforts.

Desired skills and experience:

- Bachelor's degree in marketing, communications, or equivalent.
- 5+ years of experience in arts marketing; preference given to commercial theatre experience.
- Knowledge of Ticketmaster a plus.
- Excellent written and verbal communication skills.
- Ability to prioritize, work in a fast-paced environment, and handle multiple tasks at a time.
- Ability to work non-traditional hours before, during, and after shows as needed.

Salary commensurate with experience.

The Nederlander Organization and National Theatre Group are committed to a workplace where everyone is free from bias, prejudice, discrimination, and harassment. The organization strives to ensure a welcoming work environment where everyone belongs and is valued, encouraged & respected for their unique contributions. We are focused on building a culture that acknowledges and values Diversity, Equity, and Inclusion. We are an equal opportunity employer and welcome all to apply.

To Apply: Interested candidates should submit resume and cover letter via email to careers@broadwayatthenational.com or mail to theatre address below. No phone calls, please.

Broadway at The National/The National Theatre

Attn: Careers

1321 Pennsylvania Ave NW

Washington, DC 20004