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**POSITION:** Deputy Director, Digital Media  
**REPORTS TO:** Director of Marketing  
**DEPARTMENT:** Marketing  
**CLASSIFICATION:** Exempt



### **THE OPPORTUNITY**

Signature Theatre, a Tony Award®-winning, non-profit professional theater, seeks a Deputy Director, Digital Media to join its dynamic marketing team. The Deputy Director, Digital Media is the primary point person responsible for all of Signature's digital presence and projects -- including website (e-commerce, content, updates), email programs, and digital analytics -- devising strategy to use online communications tools to fulfill Signature's mission and financial goals. A successful candidate will be expected to be curious about and maintain an excellent understanding of Signature's artistic, fundraising and education programs. This position is a key member of the Marketing and Communications team, and reports to and works very closely with the Director of Marketing.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Update/maintain, in an extremely timely manner, Signature's main website (SigTheatre.org), including managing major upgrade projects (with Signature's web development agency); connecting and ensuring the proper functioning of e-commerce, sales tracking and ticketing functions; building new pages and adding new content; and updating/editing content on evergreen/institutional pages.
  - Work with all other Signature staff (graphics, box office, education, development, artistic, IT) to keep website working at optimal levels for patron needs and institutional goals.
  - Use Google Analytics to analyze and evaluate web usage data for the organization, including demographic, behavioral, e-commerce metrics.
  - Investigate and fix bugs that arise, working with Signature's web firm as needed to fix issues.
  - Responsible for all SEO and Metadata across platforms.
- Learn and maintain a high level of working knowledge with Signature's digital and e-commerce tools, including the Content Management System Silverstripe, e-commerce platform BlocksOffice, email program WordFly (email sending and analytics functions), Cloudinary, Google Analytics, and CRM database Tessitura, among others.
- Create and deploy all email using Signature's email system WordFly for the entire organization, including for sales/ticketing, customer service/experience, institutional, fundraising, artistic and education programs
  - Work with Signature team to ensure emails are effective and meet Signature's goals
  - Create and extract lists accurately (including complicated targeted list segments) and work with Signature's IT department to maintain excellent data hygiene for patron email addresses between Tessitura and WordFly.
- Provide reports and analysis on the effectiveness of Signature's digital programs, including site/email performance, segmenting, conversion tracking, A/B testing, SEO/SEM, usability and tracking KPIs and make recommendations for improvements.
- Keep up to date on current digital media practices and help create organizational strategy around digital media use.
- Advise Signature on digital media privacy policies and the proper use of patrons' personal online data.
- Assist other staff with online/digital tools.
- Assist other staff in responding to patron inquiries about Signature's digital media.

### **ADDITIONAL DUTIES**

- Attend staff meetings, including a weekly marketing department meeting, to provide input into strategy, goals, and objectives.
- As a deputy director provide advice to the marketing director and organization on key issues related to marketing and digital media.
- Attending meetings with other departments as needed.
- Work at Signature events and festivals in rotation with other staff.
- Other duties as assigned by the Director of Marketing.

### **QUALIFICATIONS**

- Basic knowledge of HTML/CSS, UX design, email programs, Google Analytics, content management systems and databases required.
- Experience with Tessitura database, WordFly email system preferred, or ability to learn new software quickly using online tools. Textile markup language, InDesign/PhotoShop) a plus.
- Excellent communications skills, including writing and editing.
- Some evening and weekend work required (such as festivals and events), including being “on call” at the last minute for emergency updates.
- College degree or commensurate education/ experience.
- Excellent time management, and detail-oriented as well as basic project management skills.
- Ability to work collaboratively and positively with multiple stakeholders.
- Ability to handle last minute deadlines and changes in a fast-paced environment.

Signature has instituted a mandatory vaccination program for all employees; the successful candidate must provide proof of an FDA or WHO approved vaccine prior to beginning work and must agree to adhere to all Signature safety protocols.

### **COMPENSATION**

The Deputy Director, Digital Media position offers a salary in the mid-\$60s and an excellent package of benefits, including medical, dental, disability and life insurance; paid vacation, sick and parental leave; as well as complimentary and discount tickets. This is a full-time, salaried exempt position - 40 hours per week, including some weekends and evenings. When Signature marketing staff return to the offices full time, this will be an on-site position with the possibility of telework 1-2 days a week.

### **TO APPLY**

For consideration, please forward a resume and cover letter to [jobs@sigtheatre.org](mailto:jobs@sigtheatre.org).

**Signature Theatre is an Equal Opportunity Employer who celebrates diversity and does not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law. Signature Theatre is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.**