



# EDMONDS CENTER FOR THE ARTS

## Director of Marketing, Sales, and Patron Services

**POSITION TITLE:** Director of Marketing, Sales, and Patron Services

**ADMINISTRATIVE LEVEL:** Senior Director

**EMPLOYMENT STATUS:** Permanent, Full-Time, Exempt

**REPORTS TO:** Executive Director

**STARTING SALARY RANGE:** \$95,000 - \$115,000, plus excellent benefits (see below)

**POSITION SALARY RANGE:** \$82,005 - \$130,995

### ABOUT US

Edmonds Center for the Arts (ECA) is one of the premier performing arts centers in the Pacific Northwest--a 700-seat jewel-box venue located in Edmonds, Washington, just 20 minutes north of Seattle. Owned and operated by the Edmonds Public Facilities District (PFD), ECA opened in 2006 in a beautifully renovated historic high school and has since built a beloved reputation for live performance, arts education, and community engagement across the Puget Sound region.

Every year, ECA curates a focused **season of presented events** spanning music, dance, comedy, theater, spoken word, and more, from classical to Broadway, jazz to folk, pop to world music, with complementary **educational events**. Through our **Rentals** Department, we host 130+ additional events produced by touring and local artists and community organizations. Together, these programs serve more than **90,000 patrons annually**, supported by a **financially stable organization**.

Edmonds Center for the Arts is where community and culture come alive!

### ABOUT THE OPPORTUNITY

The **Director of Marketing, Sales, and Patron Services is a newly created position**, and joins ECA at a pivotal moment of transformation. This is an exciting opportunity for a driven leader to shape how audiences discover, experience, and connect with one of the Pacific Northwest's premier performing arts centers.

As an essential member of the Executive Leadership Team, the Director reports to the Executive Director and leads a comprehensive program spanning marketing and communications, box office operations, and front-of-house patron experience, all in service of driving ticket sales and building lasting audience relationships.

The right candidate is committed to equity and inclusion, welcoming of diverse perspectives, and invested in making sure colleagues and patrons feel valued and empowered.

### CORE RESPONSIBILITIES

*At ECA, the Director of Marketing, Sales, and Patron Services will be shaping how 90,000+ patrons each year discover, experience, and fall in love with the arts, right here in Edmonds. Here's what that looks like day-to-day:*

- **Full Spectrum Marketing & Communications.** You'll develop and execute comprehensive marketing strategies across digital, print, and social media — from season brochures to email campaigns, PR, advertising, and website updates — while managing media relations and ensuring brand consistency across

every patron touchpoint.

- **Sales Strategy.** Working with the Director of Programming and Production, you'll develop and implement comprehensive sales strategies for our Presented Season and Rentals, including subscriptions, memberships, group sales, advertising, and in-kind media sponsorships, to maximize revenue and grow audience loyalty.
- **Audience Development.** You'll maintain ECA's patron database, analyze audience demographics, and develop strategies to grow and retain audiences, including access programs that prioritize communities facing socioeconomic barriers.
- **Creative Assets & Vendor Management.** You'll oversee contracted creative vendors, including photographers and videographers, and ensure ECA captures high-quality assets. You'll also provide oversight for graphic design work.
- **Box Office Operations.** With the Box Office Manager, you'll oversee day-to-day box office operations, including pricing strategies, inventory control, and staff supervision.
- **Patron Services & Front of House.** You'll set service standards and oversee front-of-house operations, supervising FOH leadership and managing the lobby experience and volunteer programs to deliver an exceptional experience at every event.
- **Community Engagement.** You'll collaborate with the Executive Leadership Team to sustain partnerships with schools, government agencies, and community-based organizations.
- **Board Engagement.** You'll serve as a resource to the Board, presenting updates on marketing and sales performance when requested and contributing to select board projects and initiatives as needed.
- **Budget Management.** You'll build and manage the marketing, sales, patron services, and box office budgets, tracking revenue and expenses against projections to ensure fiscal responsibility and organizational alignment.
- **Reporting & Analysis.** You'll deliver regular reports to leadership on sales performance, marketing effectiveness, and patron trends to keep decisions data-driven and goals on track.
- **Supervising.** You'll have four direct reports and direct relationships with vendors. You will oversee the work of the Marketing Team, Box Office Manager & Team, Front of House Manager & Team.

## ORGANIZATIONAL LEADERSHIP

As a member of the newly formed Executive Leadership Team, you will lead beyond the boundaries of your functional role, contributing to the health, direction, and culture of the organization.

- **Champion the Mission.** You'll serve as a visible and credible ambassador for ECA's mission, values and strategic priorities.
- **Contribute to Collective Leadership.** You'll engage actively in Executive Leadership Team decisions, bringing your marketing and sales expertise.

- **Develop People & Culture.** You'll invest in your team's growth, model ECA's values, and foster an environment where staff feel respected and motivated to do their best work.
- **Steward Resources with Integrity.** You'll exercise sound judgment over financial, human, and reputational resources, recognizing that public trust is foundational to everything we do.

## MAJOR OBJECTIVES

During the first 12 months, you will be focused on:

- **Building trust** with staff, volunteers, and community partners, earning trust and becoming a credible, visible presence both inside and outside the organization.
- **Unifying and strengthening the Department.** Bringing together marketing, communications, box office, and front-of-house operations under single leadership for the first time. Conducting a review of current systems, tools, vendor relationships, and partnerships, and making targeted improvements that set the department up for long-term success.
- **Improving Internal Communication.** Establishing clear, consistent communication rhythms across Marketing, Programming, Development, and Rentals, breaking down silos and ensuring better coordination organization-wide.
- **Developing Sales Strategy.** Working in close collaboration with the Interim Executive Director, Director of Programming & Production, and marketing team build a data-informed sales strategy that drives ticket revenue and grows audience loyalty.
- **Becoming an Expert in the Brand,** developing deep fluency in ECA's story, strategic priorities, and crafting a compelling, consistent public-facing narrative that builds awareness and drives engagement.
- **Supporting Major Initiatives.** Taking an active leadership role in ECA's highest-visibility public-facing moments, including the launch of the 2026-27 20<sup>th</sup> anniversary season sales campaign and the Fall Gala.

## ABOUT YOU (EXPERIENCE & QUALIFICATIONS)

*We're not just looking for someone who checks every box. We're looking for a connector: someone who leads with curiosity and heart, brings a commitment to trust-building, and is energized by the opportunity to grow something meaningful alongside a passionate team. This is a senior leadership position. We expect candidates to bring commensurate experience and a demonstrated track record of success in comparable roles.*

**The right person for this role will bring:**

- **At least 10 years of progressive experience** in marketing, sales, business development, and/or communications strategy, including a minimum of 3-5 years in a supervisory or leadership role.
- **Digital marketing experience,** including paid social, email platforms, and SEO... and the ability to translate digital performance data into an actionable strategy.
- **Strong data fluency,** with the ability to analyze audience, sales, and campaign metrics and use insights to drive decisions.
- **Comfort working with technology,** including CRM and ticketing systems and project management tools ... and excitement to learn new ones.
- **Outstanding people-management** abilities and a people-first mindset. You're a seasoned supervisor, and lead with empathy and a coaching mindset. You are invested in your team's growth as you are hitting revenue goals.
- **Exceptional interpersonal skills,** with the ability to connect authentically with donors, board members, volunteers, and community partners across diverse backgrounds.
- **Executive-level communication skills.** You communicate with clarity and confidence — whether delivering a data-driven report to the board, telling our story, or aligning your team around a shared goal.
- **Strong project management ability.** You're organized, deadline-driven, and able to manage competing priorities without losing sight of the bigger picture.

- **Collaborative and solution-oriented**, able to pivot gracefully when plans change and bring people together to solve problems creatively.

**Even Better if you have...** (*Knowledge, Skills, Ability that might set you apart*)

- A passion for the arts and enthusiasm for the mission, vision, and values of ECA.
- Professional experience working in the arts, entertainment industry and/or not-for-profit sector; or a related field.
- Experience with media relations, including press releases, earned media, and journalist relationships.

## COMPENSATION AND BENEFITS

The Director of Marketing, Sales, and Patron Services position is a **100% full-time, exempt position**. The **starting salary range for this position is \$95,000-\$115,000**. The offered salary will be commensurate with the selected candidate's experience and qualifications.

### Additional Benefits

ECA believes in the importance of taking care of our team so that in turn they can be committed to supporting our critical mission and access to the arts in our community. This position is eligible for a competitive package including:

- Flexible work environment
- Subsidized Medical, Dental, Vision Insurance.
- 100% Paid Long Term Disability and Life Insurance, with the option to enroll in voluntary plans.
- Retirement Plan with match (Washington State PERS), and ability to enroll in a 457b Deferred Compensation Plan.
- 10-25 days of vacation time per year, commensurate with tenure and accruable up to 30 days a year.
- Up to 12 days of sick time and 14 paid holidays per year
- Additional paid & unpaid leave for reasons including jury service, military service, emergency responder service, bereavement, and family medical needs.
- Employee Assistance Program (EAP)
- Healthcare & Daycare Flexible Savings Accounts (FSA)

### WORKING CONDITIONS

This position will occasionally require work beyond standard business hours, including evenings and weekends, to attend some performances, meetings, and special events. Physical requirements include prolonged periods of computer use in an office setting, repetitive use of hands and wrists, close-range visual focus, and the ability to communicate clearly. There also will be occasional local travel.

## NOTICES

**Edmonds Public Facilities District/Edmonds Center for the Arts is an Equal Opportunity Employer** and is committed to advancing equity through our work and to becoming a more inclusive organization.

**NOTE:** Pursuant to the Immigration Reform and Control Act, all new employees must present acceptable documents verifying identity, and authorization to be employed in the United States. Additionally, all applicants must possess a valid Driver's License.

**NOTE:** An EPFD/ECA Application Form is required for all EPFD/ECA job openings. It is important that you review the application carefully. A candidate may be disqualified due to an incomplete application form. Any individual requiring ADA accommodation during any part of the selection process should advise EPFD/ECA of the need.

## HOW TO APPLY

To apply, please submit an application, resume, and a brief cover letter through our portal ([link](https://wkf.ms/4mkfy0j))(<https://wkf.ms/4mkfy0j>). Your cover letter should express your specific interest in this role. Applications will be reviewed on a rolling basis, with priority given to those received by April 20, 2026. The position will remain open until it is filled. No phone calls, please.