



HUBBARD STREET DANCE CHICAGO

DIRECTOR OF MARKETING AND COMMUNICATIONS

ABOUT HUBBARD STREET DANCE CHICAGO

Hubbard Street Dance Chicago is America's premier contemporary dance company and one of the most original forces in the world of dance. As a repertory company, Hubbard Street's strength lies in its dedication to pushing the art of dance forward, presenting the visions of multiple choreographers instead of narrowly focusing on a single voice. Since its inception, Hubbard Street has commissioned and presented almost 200 new and acquired dance works. Due to this repertory and the incomparable technical ability and artistry of its dancers, Hubbard Street has garnered world-wide critical and public acclaim.

Hubbard Street has provided education and community programs since 1997, with the goal of offering movement-based arts experiences to students, teachers, and families. Hubbard Street's partnerships with schools aim to provide teaching artists and educators the opportunity to plan, teach, and learn together to create exciting and meaningful integrated curriculum which challenges students and takes learning to new levels. Hubbard Street's Adaptive Dance Program explores dance techniques and the choreographic process using developmentally appropriate methods, and their Parkinson's Project uses contemporary dance techniques to slow the progress of the disease while providing a community of support.

Now in its 43rd year, the main company has appeared in celebrated dance venues in 44 states and 19 countries. Hubbard Street's 43rd season is their first-ever virtual season, featuring acclaimed and emerging artists pushing into the unknown to create contemporary dance that speaks powerfully to the present moment. Their first two films in this paradigm, "[A Tale of Two](#)" and "[The Sky Was Different](#),"

Key Facts

- **13 full time staff**
- **\$2.8 million budget** for FY21
- **5 dance films** premiering in the 2020/2021 season
- **8,000+ students** served annually through partnerships, scholarships, and performances

Mission

The mission of Hubbard Street Dance Chicago is to bring artists, art, and audiences together to enrich, engage, educate, and change lives through the experience of dance.

Visit



premiered in October and December of 2020, respectively, to wide acclaim. Hubbard Street is presenting Season 43 free of charge thanks to generous donations from their supporters.

THE POSITION

The Director of Marketing and Communications provides overall leadership and strategic oversight for Hubbard Street Dance Chicago's marketing, brand, public relations, digital, and communications strategies. This position reports directly to Executive Director Dave McDermott, manages a Marketing Coordinator, and serves as an essential member of the senior leadership team. Peer relationships include the Director of Finance and Operations, the Director of Development, and the Director of Youth Education and Community Programs.

A dynamic, strategic, and results-oriented leader, the Director of Marketing and Communications is responsible for developing and executing strategies to build brand engagement and drive earned revenue at a transformative moment in the organization's history. In order to be successful, they will need to focus on building a modern, integrated marketing and communications program that reflects best practices in arts marketing and communications while operating in a collaborative and flexible environment. There will be many competing priorities to assess and organize to meet the demands of a changing profession post COVID-19.

RESPONSIBILITIES

The Director of Marketing and Communications will have the following primary responsibilities:

- Evaluate, direct, and steward the Hubbard Street Dance Chicago brand
- Lead, manage, develop, and mentor the Marketing and Communications team (currently one Marketing Coordinator) in a manner that aligns with Hubbard Street's strategic vision and values
- Create and execute comprehensive, integrated, multi-channel marketing plans to boost subscriber and single ticket sales, be able to pivot when these programs need to be moved from in-person to online and vice versa
- Lead the organization in establishing and fulfilling high standards in customer service and audience experience
- Create and oversee marketing budgets and revenue projections
- Attend and present at meetings of the Board of Directors, the Finance Committee, and the Executive Committee

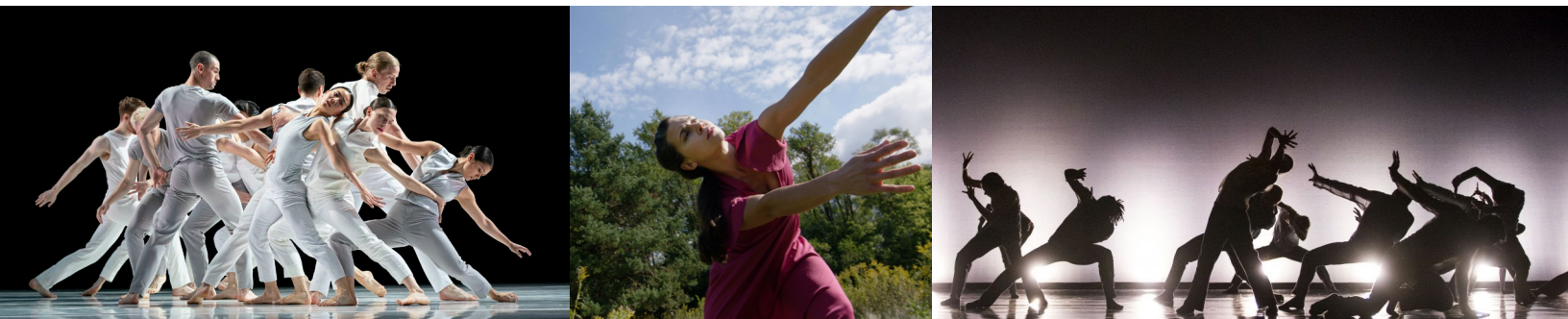


- Collaborate with agency partners and vendors and provide oversight, including regular audits and reviews, to ensure accountability, maximum efficiency, and ultimate achievement of goals
- Oversee execution of all public-facing materials including the organization's Annual Report
- Draft organizational announcements, press releases, and public-facing copy as needed, coordinating their routing among relevant staff, and securing necessary approvals
- Actively monitor published press coverage and social media mentions; serve as a "front-line" communicator with the public, responding to inquiries and requests in a timely manner; build and maintain offline archives of key media coverage; and compile topic-specific reports as needed to support senior staff
- Receive and present press inquiries, including photo and video requests, in a timely manner; draft and deliver press invitations for opening performances and other events
- Project-manage photo calls, video capture, site visits, interviews, and media editing as necessary
- Serve as the liaison when public-facing information and materials are transferred between Hubbard Street, its institutional collaborators and partners, booking agents, and touring performance presenters
- Provide general institutional support as member of the senior management team, and participate in organization-wide strategic planning processes

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Director of Marketing and Communications will achieve the following major objectives:

- Build strong, mutually-beneficial relationships among the senior team and Hubbard Street staff and integrate well into its highly collaborative, family-friendly culture
- Develop and implement a comprehensive integrated marketing and communications strategy with clear goals and metrics for success, including strengthening factors that drive differentiation of Hubbard Street's brand and identity and a targeted strategy for continued audience development that accounts for both live and digital products within a newly structured performance season
- Build excitement around the artistic vision of Hubbard Street's new Artistic Director and continue to elevate their position within Chicago, the dance community, and beyond



QUALIFICATIONS

The ideal Director of Marketing and Communications will bring most of the following qualifications:

- A strong belief in and commitment to Hubbard Street's mission to bring artists, art, and audiences together to enrich, engage, educate, and change lives through the experience of dance
- Five plus years of progressive experience in communications and/or marketing, including management experience; a background in arts communication and/or marketing would be an advantage
- Demonstrated ability to bring critical thinking and marketing leadership to set innovative strategy to increase revenue and engagement goals, ideally for rapidly evolving organizations
- An independent, flexible, and collaborative working style; strong listening skills and a good sense of humor with the ability to thrive in a team-oriented environment
- Solid financial management skills with experience in budget analysis, forecasting, and a passion for data-driven results
- Experience managing outside vendors or agencies
- A knowledge of public relations and prior experience engaging with media
- Ability to work effectively with senior-level executives, members, patrons, donors, volunteers, and Boards.
- Excellent interpersonal communication skills with a persuasive ability, including strong written, verbal, and presentation skills
- A bachelor's degree or equivalent professional experience

APPLICATION

Hubbard Street Dance Chicago has retained Campbell & Company to conduct this search. The team for this project includes Joey Scheiber, Emily Thompson, and Kris McFeely. To be considered for this opportunity, please send a letter of interest and resume to:

EMILY THOMPSON

Associate Consultant, Executive Search

Emily.Thompson@campbellcompany.com

312.896.8891 direct

Hubbard Street Dance Chicago has a personal commitment to challenging the status quo and making the company and world more diverse, inclusive, and anti-racist, including through hiring practices.

Hubbard Street gives preference to candidates with demonstrable experience advocating for equity, diversity, and inclusion.



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