Director of Marketing & Development

Pacific Repertory Theatre | Carmel-by-the-Sea, California

Leadership Designation	Senior Revenue Leader; member of PacRep's Senior Leadership Team
Reports To	Executive Director/CEO
Status	Full-time, exempt; primarily in person
Base Salary	$115,000 annually
Performance Award	Eligibility for an annual performance incentive up to $25,000, based on mutually agreed organizational and individual goals
Anticipated Start	January 1, 2027

About Pacific Repertory Theatre

Founded in 1983, Pacific Repertory Theatre (PacRep) is a year-round regional theatre serving Carmel-by-the-Sea and the Monterey Peninsula. PacRep produces at the renovated Golden Bough Playhouse and historic Forest Theater and provides year-round education and youth programming through its School of Dramatic Arts. PacRep recently completed a successful $14M capital campaign to renovate and reopen the historic Golden Bough Playhouse, demonstrating the depth of community support and philanthropic investment in the organization.

The Opportunity

The Director of Marketing & Development serves as PacRep's senior revenue leader, with responsibility for strengthening both earned and contributed revenue through integrated leadership of fundraising, marketing and communications, audience development, sponsorships, special events, and patron engagement.

This is a newly created senior role at an important point in PacRep's organizational development. The Director will combine strategic leadership with hands-on involvement where it creates the greatest organizational impact, while building the staff, systems, consultants, technology, and resources needed for long-term growth. (minor rewrite)

This is an executive leadership position within a growing organization. While the Director will not be expected to personally execute every marketing or fundraising activity, successful candidates should enjoy remaining actively involved in major donor cultivation, sponsorship development, strategic communications, campaign planning, and high-impact marketing functions.

Key Responsibilities

Revenue Strategy

- Develop and implement integrated strategies to grow earned and contributed revenue.
- Establish annual revenue goals, forecasts, dashboards, and performance reporting in partnership with executive leadership and the Board.
- Identify new revenue opportunities, partnerships, sponsorships, and audience-growth initiatives.
- Use data and measurable outcomes to evaluate performance and refine strategy.

Development & External Relations

- Lead major gifts, annual giving, sponsorships and underwriting, grants strategy, planned giving, and donor stewardship.
- Build and deepen relationships with donors, prospective donors, corporate partners, foundations, and community leaders.
- Personally cultivate selected major donor, sponsor, and community relationships.
- Develop qualified major-gift and sponsorship pipelines and structured cultivation, solicitation, renewal, and stewardship plans.
- Partner with the Board of Directors and Development Committee on introductions, cultivation, and fundraising.

Marketing & Audience Development

- Lead strategies to increase ticket sales, repeat attendance, patron retention, and long-term audience engagement.
- Oversee brand, communications, public relations, digital marketing, advertising, email, website, and social-media strategy.
- Use CRM data, segmentation, and audience analytics to improve targeting, conversion, engagement, and patron loyalty.
- Ensure marketing, audience development, and fundraising reinforce one another across the patron journey.

Special Events

- Provide hands-on Executive leadership for PacRep's two annual fundraising events, including goals, sponsorships, underwriting, donor cultivation, auction strategy, and volunteer leadership.
- Work with staff, volunteers, vendors, and event partners to ensure effective execution and strong post-event stewardship.

Leadership & Capacity Building

- Assess current marketing and development staffing, workflows, consultants, vendors, technology, and budgets.
- Recommend an appropriate mix of in-house and outsourced support and help build the function over time.
- Lead and supervise marketing and development staff as the team evolves, and manage consultants, agencies, and vendors.
- Participate fully in senior leadership planning and organizational decision-making.

Qualifications

- Seven or more years of progressively responsible experience in advancement, fundraising, marketing, audience development, communications, special events, or nonprofit leadership.
- Demonstrated success growing earned and/or contributed revenue.
- Experience with major gifts, donor cultivation, sponsorships, integrated marketing campaigns, and audience development.
- Strong leadership, relationship-building, project-management, financial, and analytical skills.
- Experience working with boards, volunteers, consultants, vendors, and community partners.
- Working knowledge of CRM systems, email marketing, digital advertising, social media, audience analytics, website strategy, and current digital marketing practices.
- Excellent written, verbal, presentation, and interpersonal communication skills.
- A collaborative, entrepreneurial leadership style and enthusiasm for theatre, the arts, and community engagement.
- Comfort balancing strategic leadership with practical, hands-on execution in a collaborative environment.

Preferred Background

Experience in a regional theatre, performing arts organization, museum, university, cultural institution, or other mission-driven nonprofit is preferred. Familiarity with contemporary technology and AI-assisted tools that improve research, marketing, fundraising, communications, and workflow is an advantage. A bachelor's degree is preferred but may be substituted with significant relevant professional experience.

Compensation & Benefits

- $115,000 annual base salary.
- Eligibility for an annual performance incentive up to $25,000, based on mutually agreed organizational and individual goals.
- Health-care and retirement support.
- Paid vacation, holidays, and sick leave.
- Professional development opportunities.

Location & Schedule

This is a full-time, primarily in-person leadership position based in Carmel-by-the-Sea, California. Some evening and weekend attendance is expected for performances, donor cultivation, fundraising events, and community activities. The schedule should provide appropriate professional flexibility for a senior leadership role.

Located on California's spectacular Monterey Peninsula, Carmel-by-the-Sea offers one of the nation's most vibrant arts communities and an exceptional quality of life. The region combines a thriving tourism economy with an extraordinary concentration of philanthropic support, including high-net-worth individuals, family foundations, and community leaders committed to the arts.

Recruitment Process and Next Steps

Anticipated Search Process

Timing	Step
August–September 2026	Public recruitment and targeted outreach
September–October 2026	Initial application review and first-round Zoom interviews
October 2026	Second-round interviews and finalist evaluation
Late October–November 2026	Finalist visits, references, Board review, and offer
January 1, 2027	Anticipated start date

What Finalists Can Expect

- A structured, Board committee-driven interview process.
- First-round interview by Zoom.
- Detailed discussion of PacRep's revenue goals, staff support, and Leadership Initiative.
- Meetings with the Executive Director, Search Committee, selected staff, and, where appropriate, community or donor representatives.
- A candid discussion of compensation, performance incentives, support resources, relocation, and leadership expectations.

Why This Opportunity Is Different

Many Director of Marketing & Development positions are designed primarily to maintain an existing program. This position offers something broader: the opportunity to become PacRep's senior revenue executive at the beginning of a planned institutional transition.

The successful candidate will help build the systems, relationships, revenue base, and leadership culture that PacRep carries into its next generation. By 2030, the Director is expected to be an established member of a three-person Senior Leadership Team alongside the Managing Director and Artistic Director.

To Apply

Please submit a cover letter, résumé, and three professional references. Also provide a brief statement (one page or less) describing your approach to growing both audiences and philanthropic support. Please include examples from your professional experience.

Submit application materials by email to:
PacRep Executive Search Committee
c/o Stephen Moorer, Executive/Artistic Director
Stephen@PacRep.org

Applications will be reviewed beginning in September 2026 and will remain open until the position is filled. Anticipated start date: January 1, 2027. Pacific Repertory Theatre is an equal opportunity employer and welcomes qualified candidates who share its commitment to artistic excellence, community engagement, collaboration, and inclusive leadership.