



Patricia Reser Center for the Arts
Position Posting
Director of Marketing & Communications

Reports to: Executive Director
FSLA Status: Exempt, Full-time with benefits
Schedule: As dictated by scheduled events; this position will require evening and weekend work as well as occasional holidays.
Date of Posting: June 16, 2026

Patricia Reser Center for the Arts is an equal opportunity, at-will employer, dedicated to the goal of creating a diverse and inclusive working environment. We strongly encourage applications from women, persons of color, and LGBTQ individuals. All qualified applications will receive consideration for employment without regard to age, race, color, religion, gender, gender expression, national origin, disability status, protected veteran status, marital status, sexual orientation, or any other characteristic protected by law.

ABOUT US

The Patricia Reser Center for the Arts is one of the Pacific Northwest's most dynamic arts destinations, a place where world-class artists meet a genuinely curious, engaged, and growing audience. Located in Beaverton, Oregon—a vibrant and culturally diverse city just west of Portland and one of the region's fastest-growing communities—The Reser opened in 2022 and has quickly become a cultural force, presenting an ambitious mix of music, dance, film, theater, comedy, and visual art that reflects the full breadth of human experience. For more information about the Patricia Reser Center for the Arts, please visit www.thereser.org

The Reser Presents series is the organization's flagship programming engine, bringing nationally and internationally recognized artists to the beautifully intimate 550-seat Mainstage Theater. Beyond presenting, The Reser serves as a sought-after event destination, community gathering place, and education hub—drawing an average of 55,000 visits per year across ticketed performances, free public events, gallery programming, and rentals. In just a few years, it has established meaningful roots in the region.

Now entering its fifth anniversary season with a \$4.4MM operating budget, The Reser is at an inflection point with a strong foundation, an engaged community, and tangible ambition for what comes next. The Director, Marketing & Communications, will help shape that story and build the audiences to sustain it.



ABOUT THE JOB

The Director, Marketing & Communications is a senior leadership team member responsible for the full audience lifecycle at The Reser, from first awareness through ticket purchase, event experience, and long-term loyalty. This role encompasses marketing and communications strategy, public relations, and box office and patron services operations, ensuring that all functions work together as an integrated, audience-centered system.

PRIMARY RELATIONSHIPS

This is a strategic role requiring vision, market intelligence, and organizational authority to drive decisions. The Director leads a team of four full-time and multiple part-time staff across marketing and box office, and works in close collaboration with Programming, Donor Engagement, Production, and Administration. The incoming Director will step into a team in active motion, inheriting a new season launch and a fifth anniversary with significant brand and revenue potential.

WHAT YOU'LL DO

Marketing Strategy and Campaign Execution

- Develop and lead the annual and multi-year marketing strategy for The Reser, with primary focus on Reser Presents programming including the art gallery, education programming, and supporting attention to rentals events.
- Plan and oversee integrated multi-channel marketing campaigns across digital, email, print, social media, and paid advertising, calibrated to drive single-ticket sales, build loyalty, and grow overall audience engagement.
- Establish and manage the annual marketing budget, which is close to \$200K for FY 2027, maintaining discipline between marketing spend and earned revenue goals.
- Lead audience development strategy, including patron acquisition, retention, reactivation, and segmentation, in close collaboration with the Database Manager. Leverage patron data and purchasing behavior to inform campaign planning and offer development.
- Support the membership program by collaborating with the Donor Engagement team to drive revenue growth and patron retention.
- Serve as the organization's brand guardian, ensuring consistency across all public-facing touchpoints and materials, and building The Reser's identity and reputation.
- Lead marketing strategy for signature organizational initiatives and milestones, treating each as an opportunity for brand elevation, community engagement, and revenue growth.

Communications & Public Relations

- Develop and execute a public relations strategy to drive earned media coverage, manage press and media relationships, and position The Reser as a leading voice in Pacific Northwest arts and culture.

- Support and prepare the Executive Director as the organization's primary media spokesperson and public-facing institutional voice.
- Shape a compelling institutional narrative positioning The Reser as a cultural destination, community anchor, and essential part of life in the Portland metro region.
- Set editorial direction and content strategy across channels, with the Marketing & Communications Design Manager responsible for production and execution. Ensure messaging, tone, and content consistently reflect The Reser's brand and connect meaningfully with current and prospective audiences.
- Develop and execute internal communications strategy in partnership with the Executive Director, ensuring staff, board, and key stakeholders are informed, aligned, and connected to organizational priorities.
- Manage external communications vendors, PR support, and agency relationships, ensuring alignment with organizational strategy and brand standards.

Partnership Marketing and Audience Development

- Identify and cultivate relationships with external organizations, brands, cultural institutions, and community groups whose audiences represent growth opportunities for The Reser.
- Develop and activate partnership programs that drive attendance and engagement, including co-promotions, cross-marketing initiatives, affinity group campaigns, and community presence.
- Translate partnership relationships into measurable attendance and revenue outcomes, tracking performance and embedding results into ongoing marketing planning.

Box Office and Patron Services

- Set the strategic vision for patron services, ensuring the Box Office & Patron Services team continues to deliver an experience that reflects The Reser's brand and builds long-term audience loyalty.
- Ensure a welcoming, accessible, and high-quality patron experience across all box office and patron services touchpoints, from first inquiry through ticket purchase and arrival.
- Provide leadership for ticketing strategy, pricing, group sales, and accessibility programming.
- Partner with the Patron Services, Audience Services and Programming teams on house policies, capacity management, and revenue optimization.

Data, Systems, and Reporting

- Direct the Database Manager to ensure the organization's CRM and ticketing data infrastructure supports accurate reporting, audience segmentation, and campaign measurement.
- Establish regular reporting cadences on marketing performance, sales pacing, and patron metrics, utilizing consistent analysis to inform decision-making.



- Partner with the Database Manager and Managing Director to develop and maintain organization-wide health metrics for quarterly Board reporting, integrating sales data alongside broader organizational performance indicators.

CROSS-DEPARTMENTAL COLLABORATION

The Director works closely with the Director of Programming and Executive Director on season marketing, artist promotional requirements, and co-production or partnership opportunities, and collaborates with the Director of Donor Engagement to ensure marketing and development initiatives reinforce one another, particularly around audience-to-donor cultivation and reputation-building. The Director collaborates with the Audience Services, Production, and Operations teams on ensuring an overall positive patron experience, and establishes the promotional framework and standards for rental client support in coordination with the Rentals team.

TEAM LEADERSHIP AND MANAGEMENT

The Director leads, develops, and motivates a team across two distinct but connected functions, establishing clear roles, expectations, and accountability structures. This includes managing departmental workflow, workload distribution, and staff development across marketing and patron services, with a commitment to maximizing the contribution of every team member. The Director models a culture of high standards, creative ambition, and operational discipline.

QUALIFICATIONS

- 5 to 7+ years of progressive marketing experience, with at least three years in a director-level role; nonprofit performing arts, entertainment, or gate-driven venue experience strongly preferred
- Demonstrated success driving earned revenue through integrated marketing campaigns in a single-ticket and subscription environment
- Experience with CRM and ticketing systems; Tessitura or similar preferred
- Strong leadership and team management skills across multiple functional areas
- Outstanding written and verbal communication skills, including media spokesperson experience
- Bachelor's degree or equivalent professional experience

WORKING ENVIRONMENT - ESSENTIAL PHYSICAL ABILITIES

About sixty percent of the principal responsibilities of this position are performed in a traditional office setting and do not typically involve equipment that poses a threat of injury. Forty percent of the job requires the ability to tour the facility and interact professionally with potential clients. The successful completion of duties relies on the following physical abilities: Sufficient (corrected or uncorrected) vision to read text of various sizes and perceive colors and shapes accurately. Sufficient clarity of speech and hearing to communicate effectively in person and on a telephone, to hear sounds within the normal range of conversation and in the context of crowd noise. Sufficient manual dexterity to



operate office equipment. Sufficient personal mobility, strength, and reflexes to perform light work and to reach, stoop, bend, kneel, climb, and lift as much as 25 pounds. Must also be able to stand for extended periods of time without assistance.

The physical abilities required for this position may be flexible, and we encourage those who may require accommodation to apply.

COMPENSATION AND BENEFITS

Salary range \$85,000 - \$90,000, commensurate with experience. Benefits include medical/dental/vision insurance, Flexible Spending Account, paid vacation, fully covered garage parking pass, complimentary tickets and matching 403(b) retirement plan contributions.

HOW TO APPLY

Interested and qualified applicants are encouraged to submit a resume, accompanied by a cover letter describing why this position is of interest and the personal and professional experience that has prepared them to be successful. All applications will be held in confidence. Initial review of applications will begin on or about **July 6th, 2026**, and will continue until a pool of highly qualified finalists has been identified. Applicants should submit materials as soon as possible. Applications received after **July 25th, 2026**, may not be eligible for consideration.

All applications and/or inquiries should be sent via email only to:

John Haynes, Bard Arts Consulting
Jobs@TheReser.org

MS Word or PDF (preferred) attachments only, please
Subject Line: DIRECTOR OF MARKETING application
No phone calls please.

File names of all resumes and attachments should include applicant's last name

=====