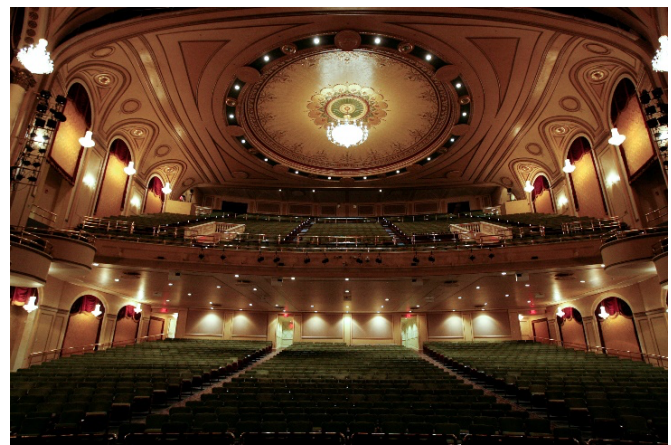


## Organization

Worcester Center for Performing Arts (known as “The Hanover Theatre & Conservatory”) is comprised of four key components — the Main Stage, the Conservatory, The Hanover Theatre Repertory, and the Francis R. Carroll Plaza. Since its renovation and restoration in 2008, The Hanover Theatre & Conservatory serves as a center of culture, education, and community, and it symbolizes the rebirth of a city — Worcester, Massachusetts.

The Hanover Theatre's Main Stage transports audiences back to the time when a night out at the theatre was one of the most delightful entertainment options available. In 2023, the Main Stage welcomed almost 150,000 patrons to more than 100 shows. Selected by POLLSTAR as one of the Top Theatres in the World, it seats 2,300 audience members before its historic stage and brings internationally recognized performers, popular Broadway shows, world-class dance performances, and thought-provoking stage pieces to Central Massachusetts and all of New England. The restoration and ability to present the world to Worcester continues to serve as a catalyst of the revitalization of Worcester's cultural district and to Central Massachusetts. The Hanover Theatre & Conservatory's journey is found in the documentary, On a Wing and a Prayer: Achieving the Impossible Dream.



The Hanover Theatre Conservatory (Conservatory) opened in 2017 to cultivate individual attention, ignite creativity, and inspire confidence through arts education. The Conservatory reaches more than 20,000 young people each year through educational and access programs, and more than 600 students of all ages have participated in more than 90 classes. Students who study or participate in the arts have proven academic success. The Conservatory's goal is to maximize a student's social and emotional development while introducing them to theatre, dance, music, and design, as well as access to state-of-the-art equipment and hands-on training with industry professionals, which allows students to gain real-world experience in the performing arts field. The Conservatory's engagement programs include comprehensive initiatives aimed at making the performing arts accessible to a broad audience. The programs remove barriers to entry and provide an opportunity for people of all ages, backgrounds, and abilities to engage with the arts.

The Hanover Theatre Repertory (THT Rep) was founded in 2020 to entertain, engage, and energize audiences with dynamic theatrical events made in and for Worcester with a focus on classics, modern classics, and classics-inspired works. As a professional theatre company that produces theatrical performances that resonate with contemporary audiences while honoring classic works, THT Rep furthers the mission of The Hanover Theatre & Conservatory at large by also managing the 300-seat BrickBox Theater at the Jean McDonough Arts Center (JMAC), which is home to THT Rep and other dynamic community groups, performances, educational activities, and training programs. The reduced cost of production for local shows lowers ticket prices, making the shows more accessible for everyone. THT Rep's Worc at Play program is a community-driven initiative that provides an inclusive platform for Worcester residents to train and participate in the theatrical arts regardless of experience level. Worc at Play focuses on offering classes, workshops, and collaborative projects that cater to adults with various skill levels. Students are provided the chance to perform in select productions during the season.

The recently completed Francis R. Carroll Plaza (Plaza) provides an outdoor venue for various performances, public art pieces, and community events. In addition to touring artists, The Youth Acting Company (YAC) performs on the

plaza for the community each year. Public events like the free, family-friendly, summer lunchtime concert series, contribute to the vibrancy of Worcester's cultural scene. The Hanover Theatre & Conservatory plans to continue investing in future free programs on the Plaza.

Hanover Theatre & Conservatory has a 30-member board of directors led by Board Chair Kellie Thibodeau, a local business leader who has been actively involved in the community and the arts for many years, and Alan Seiffert was named as President & CEO in 2025. The Vice President, Marketing & Communications oversees a department with more approximately nine full-time staff in addition to numerous part-time staff and independent contractors.

For the fiscal year ending June 30, 2025, Hanover Theatre & Conservatory anticipates total revenues of approximately \$11.2 million with \$9.6 million from ticket sales and program services; \$1.2 million from contributions and grants; and \$0.4 million from investment and other income. The organization has donor restricted net assets of approximately \$2.5 million with \$1 million designated specifically for the Conservatory. The 1926 Legacy Society, named to commemorate the opening of the historic Poli Palace Theatre, is a group of devoted supporters who have included The Hanover Theatre & Conservatory in their estate plans to ensure that it will continue to fulfill its cultural mission for generations to come.

## Community

Worcester, Massachusetts, is a welcoming city that beautifully combines charming mill-style architecture with modern amenities. Known for its rich history and cultural diversity, the second largest city in New England is home to several renowned educational institutions, a burgeoning arts scene, and a robust and highly regarded healthcare industry. The city is rich in cultural venues and events, dining experiences, and recreational opportunities, including skiing at nearby Wachusett Mountain, making it an ideal place for families, professionals, and students. This beautiful urban community is surrounded by many modern buildings and historic single-family homes. Full of many great restaurants, bars, coffee shops, bookstores, and retail establishments, there is always something interesting to do when living, working, or playing in Worcester.

The City of Worcester is a five-time recipient of the All America City Award, and has a population of more than 200,000, and a metropolitan area of greater than 850,000. Also ranked as one of the most ethnically diverse and international cities in the country, Worcester welcomes residents from all over the world with open arms. Worcester is a diverse mix of people and cultures with a population that is 49% White, 25% Latino, 12% Black, 7% Asian, 6% two or more races, and 1% other races. Given its location near the geographic center of Massachusetts, Worcester is known as the "Heart of the Commonwealth," and a heart is the official symbol of the City. An innovative city with a rich history, Worcester has emerged as a leader in education, health care, biotechnology and life sciences, and financial services, with more than 7,000 businesses located in the city.

Worcester is a contemporary and dynamic city that invests in its future. In a public-private partnership, Polar Park, the home of the Worcester Red Sox, a Minor League Baseball team competing at the Triple-A level and an affiliate of the Boston Red Sox, opened for the 2021 season. It has a seating capacity of 9,508 people and is part of a \$240 million redevelopment of Worcester's Kelley Square and Canal District. Development of the ballpark area includes apartments, hotels, shops restaurants, and offices. The WooSox are the only team among the 120 in Minor League Baseball to have sold more than 500,000 tickets each of the past two seasons. The substantial attendance adds to the vibrancy of Downtown Worcester.

One of the most livable cities in New England, Worcester is best known for its many top-rated educational institutions, with more than 35,000 students. These educational institutions include the College of the Holy Cross, Assumption University, Clark University, Worcester Polytechnic Institute, UMass Chan Medical School, Worcester State University, and Quinsigamond Community College. Nearby towns are homes to Tufts University Veterinary College, Anna Maria College, and Nichols College. Its strategic location offers easy access to Providence and Boston (each 40 miles away) as well as New York. As a major hub of activity in Central Massachusetts, Worcester provides the perfect blend of urban excitement and suburban comfort, standing as a shining example of a city on the rise.

The community is a hub of arts and culture. The Hanover Theatre & Conservatory is the jewel on a Main Street that also includes renowned Mechanics Hall and the lively Palladium concert venue. Murals adorn the city, symphonic music is present and popular, and the Worcester Art Museum is among the finest in the nation. Amid this backdrop of arts, culture, and sports, The Hanover Theatre & Conservatory is a leader in the civic renaissance. People look

up to The Hanover Theatre & Conservatory, and the Theatre has an active voice in the on-going collaboration with business and political leaders in the continued resurgence of the city. The Hanover Theatre & Conservatory matters to the people of Worcester.

Sources: edited from [worcesterchamber.org](http://worcesterchamber.org); [censusreporter.org](http://censusreporter.org); [worcesterma.gov](http://worcesterma.gov); [wbjournal.com](http://wbjournal.com); [uphomes.com](http://uphomes.com)

## Position Summary

The Vice President of Marketing & Communications strategically plans, monitors, and oversees earned revenue generation of subscription, group and single ticket sales, customer service, cooperative marketing, and other sales activities. They guide public relations and communications, as well as support the Vice President of Advancement in maximizing messaging that maintains a positive brand image for, and content distributed and published by, the organization. The Vice President of Marketing & Communications oversees key ticketing and customer service staff, supports sales and strategic initiatives, and achieves short- and long-term goals. They maintain maximum positive visibility for and stature of the organization in the greater Worcester community and in the broader performing arts industry. The Vice President of Marketing & Communications partners with the Vice President of Finance on budget development, monitoring, and projections in setting realistic and attainable financial goals. In addition, they build positive relationships with patrons, donors, volunteers, media partners, and others through effective communications combined with a total customer experience that is superior and unique. They support the President & CEO and collaborate with others on the senior leadership team to ensure a cohesive and integrated organization focused on equity, diversity, inclusion, belonging, accessibility, quality, resiliency, and vibrancy.

## Role and Responsibilities

### Strategic Direction and Audience Engagement

- Create and implement strategic and operating plans with the senior leadership team that achieve ticket sales, class registrations, audience & community engagement, corporate sponsorships, and other goals for every line of business in which the organization operates.
- Develop effective audience development programs and initiatives that engage diverse audiences and students.
- Supervise all public relations, including writing and placement of press releases and feature articles, and maintain positive ongoing relationships with the media locally, regionally, and nationally.
- Collaborate with the Mainstage Artistic Director & Vice President of Programming to develop plans to provide outreach, advertising, and sponsorship of Wurlitzer Organ concerts and programs.
- Serve as a primary source for media relations and public information with the President & CEO.
- Deliver consistency and accuracy in content development and distribution that supports the positive visibility of the various programmatic and educational areas of the organization.
- Ensure superior customer service throughout all touchpoints of the customer journey.
- Oversee the writing, design, and production of all print materials, including marketing collateral, direct mail, and print advertising for both presented and produced shows.
- Guide all venue marketing and branding, including print, radio, social media, and other advertising.
- Provide strategic leadership and creative direction on the design and timely website content updates, coordinate e-marketing, advise on technological improvements, and supervise online calendar listings.
- Embrace other strategic direction and audience & community engagement roles, as needed.

### Revenue Generation and Branding

- Manage earned revenue campaigns for subscriptions, single tickets, group sales, class registrations, and other interdepartmental revenue pacing, meetings, collaborations, and other opportunities.
- Monitor, analyze, and report on marketing and sales for various productions, Conservatory classes, and additional events in considering short- and long-term trends that could impact decisions on programming, pricing, packaging, promotion, and people.
- Engage with other senior leadership team members to ensure that the organization's website includes appropriate programmatic, educational, and donor-focused content with appropriate recognition and opportunities for direct online giving.
- Develop and distribute annual reports, newsletters, and other publications in collaboration with the executive leadership team to support the organizational brand and communicate public visibility impacts.

- Collaborate regularly with the Vice President of Advancement to position fundraising opportunities that integrate the overall organizational mission and brand alignment in news articles, publications, reports, and collateral materials.
- Integrate with other senior leadership team members to provide them with the print, web, and social media support needed throughout the organization.
- Provide leadership and direction for the advertising, content, data, and digital work groups.
- Collaborate with the President & CEO, Board, and Vice President of Advancement to secure and retain Franklin Square Society and annual members.
- Partner with the President & CEO and Vice President of Advancement to engage corporate sponsors and appropriately recognize their support in collateral materials and social media.
- Embrace other revenue generation and branding roles, as needed.

### **Team Leadership, Collaboration, and Oversight**

- Lead and coordinate the marketing and communications team and advise the President and CEO, board, and senior leadership team on evolving practices in pricing, packaging, and promotion.
- Partner with the Vice President of Finance on budget development, monitoring, and projections in setting realistic and attainable financial and staff performance goals.
- Oversee the marketing and ticketing staff to maximize overall organizational sales and mentor them to consider the entire continuum of each patron's relationship to and investment in the organization.
- Assess the capacity of an effective marketing and communications department to address short- and long-range staff and volunteer needs to reach sales and customer service goals.
- Participate and contribute actively to equity, diversity, inclusion, belonging, and accessibility initiatives on board and staff committees.
- Collaborate with other staff members to leverage available and emerging technologies that maintain relationships and build upon customer acquisition opportunities.
- Guide the technological implementation of policies and procedures for ticketing, database management, and financial reporting.
- Stay abreast of best practices, emerging trends, and tools and technologies in marketing and communications that support a variety of initiatives, including print and digital audience acquisition campaigns.
- Maintain a broad knowledge of the principles of marketing and communications, deepen customer relationships, build new connections, and ensure that staff and volunteers provide exemplary customer service.
- Embrace other team leadership, collaboration, and oversight responsibilities, as needed.

### **Traits and Characteristics**

The Vice President, Marketing & Communications will be a collaborative and resourceful leader who is goal and people oriented. They will focus on problem solving in an environment where versatility in thought and flexibility in action are a motivation for organizational and team results. The Vice President, Marketing & Communications will be receptive to new ideas and strategies as they skillfully assess the impacts of how best to effectively invest time, energy, and resources. In pursuit of audience satisfaction and brand visibility in the region, they will be an excellent verbal and written communicator who easily engages with people of diverse backgrounds and values. The Vice President, Marketing & Communications will understand that the performing arts and educational programs are intrinsically experiential, inherently societal, and externally impactful.

Other key competencies include:

- **Leadership and Goal Orientation** — The ability to inspire, build trust, and lead with confidence and integrity while engaging effectively with others to assess challenges, determine a course of action, set mutually agreed upon goals, and oversee timely implementation.
- **Interpersonal Skills and Diplomacy** — The flexibility to anticipate, meet, and exceed stakeholder needs while listening carefully and respectfully, building rapport, communicating transparently, and relating well to an array of diverse constituencies internally and externally while facilitating mutually beneficial outcomes.
- **Customer and Community Focus** — The capability to organize, inspire, and influence donors, audiences, and community members while anticipating, meeting, and exceeding their needs and expectations.



- **Personal and Professional Accountability** — The integrity to be answerable for personal and professional actions while readily modifying and adapting to change with minimal resistance or disruption.
- **Time and Priority Management** — The capacity to manage, prioritize, and deliver upon complex goals, align competing yet complementary priorities, mobilize team and financial resources, and achieve desired outcomes within allotted time frames.

## Qualifications

A bachelor's degree in marketing, communications, public relations, or equivalent experience, and at least six years of senior management experience in these areas are required. The ability to read, write, listen, and communicate in English at a high level of proficiency is needed with multiple language skills appreciated. A high level of expertise in Microsoft Office programs, ticketing and customer relationship management systems, pricing strategies, and regular use of the internet is expected. Experience working in a fast-paced environment with attention to detail, superior organizational and time management skills, and oversight of numerous staff, projects, and tasks simultaneously is needed. Experience working with a senior leadership team with a transparent and engaging communication style is critical. Demonstrated experience in and a commitment to equity, diversity, inclusion, and accessibility is deeply appreciated. A passion for the performing arts, commitment to arts education, and active participation in arts advocacy is preferred. Those who do not meet all the qualifications but possess transferable or equivalent skills, experience, or education, are encouraged to apply and highlight those areas.

## Compensation and Benefits

Hanover Theatre & Conservatory provides a competitive and equitable compensation package with an estimated salary in the range of \$120,000 to \$135,000. Benefits include vacation, sick time, and holidays; subsidized (75%) medical, dental, and vision coverage, along with Flexible Spending Accounts (FSAs); life, short-term, and long-term disability insurances; a voluntary 401(k) plan with up to 5% match; and complementary parking and tickets. The organization provides tax-free reimbursement for certain qualified medical expenses through a Health Reimbursement Arrangement (HRA). Employees and dependents enrolled in the Health New England HMO Thrive and PPO Thrive group health plans are eligible to enroll in the HRA and this benefit's premium is fully paid by the organization. The Massachusetts Paid Family Medical Leave benefits are also available.

## Applications and Inquiries

To submit a cover letter and resume with a summary of demonstrable accomplishments (electronic submissions preferred), please click [here](#) or visit [artsconsulting.com/opensearches](https://artsconsulting.com/opensearches). For questions or general inquiries about this job opportunity, please contact:

Bruce D. Thibodeau, President



292 Newbury Street, Suite 315

Boston, MA 02115-2801

Tel (888) 234.4236 Ext. 201

Email [HanoverTheatreMktg@ArtsConsulting.com](mailto:HanoverTheatreMktg@ArtsConsulting.com)

**Hanover Theatre & Conservatory is committed to equity, diversity, inclusion, and accessibility, and it acknowledges the traditional, ancestral, unceded territory of the Nipmuc Nation on which we are working and currently performing in what is known today as Worcester, Massachusetts.**

**We recognize and respect Indigenous Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories. This sort of acknowledgement is essential to human rights work across the world. It is essential to our work of honoring stories that explore the human experience.**