

# PENUMBRA

## Marketing Director

[Penumbra Center for Racial Healing](#) | St. Paul, MN | \$80,000 - \$100,000 | Full Time

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### WHO IS PENUMBRA?

Founded in 1976 by award-winning director Lou Bellamy, Penumbra is a nationally recognized organization housing Minnesota's only Black professional theatre company. Penumbra has earned tremendous accolades, producing nearly 200 plays, over 30 premieres, and has cultivated generations of artists of color. Through our powerful art, we open hearts, rehearse strategies for change, and dispel dehumanizing narratives of people of color.

Today, Penumbra is evolving into its next life cycle: a performing arts campus and center for racial healing that nurtures Black artists, advances equity, and facilitates wellness for individuals and community. The space will center the Black experience, learn from and support people of color who are not Black, and welcome white individuals interested in building resiliency and competency for racial equity and racial healing work. The Penumbra Center for Racial Healing will support and stand in solidarity with indigenous communities upon whose land the work is located.

Penumbra has been producing artistically excellent, thought-provoking, and socially responsible drama illuminating the African American experience for 45 years. During that time, a signature, ensemble aesthetic emerged that continues to guide the company today. The company is known for hard-hitting, honest, and breathtaking drama that is delivered with the highest production values. Penumbra is supported by a dedicated family of artists who work around the country and consider Penumbra a cultural touchstone and artistic home. Currently producing 4-5 plays annually, Penumbra also supports the development of new work through commissions and the Ashe Lab, a program that nurtures cohorts of multi/interdisciplinary artists in building daring and socially responsive art. In addition to new work, Penumbra produces an annual holiday show based on Langston Hughes' Black Nativity, and classics from within the Black theatre canon. Penumbra creates work by, for, and about Black people, welcoming all to experience the depth and breadth of Black culture.

Penumbra's prowess as a racial equity catalyst is also well established: for over fifteen years, we have trained people all over the country in our equity practices—from state and federal agencies to businesses, hospitals, and educational institutions, we leverage strategic partnerships to support racial equity.

## **WHO IS IN LEADERSHIP?**

**Sarah Bellamy (President)** is President of Penumbra. Her stewardship of the organization came on the heels of her father's forty-year tenure and strikes a purposeful balance between a vitalized future and a reverent past. Under her leadership, the company has produced critically acclaimed art and racial equity training programs that inspire the heart and guide responsible social action. She has served as Penumbra's Artistic Director, Producer, and Education Director. She is a nationally renowned racial equity facilitator and practitioner of racial healing. A respected scholar, professor, and writer, Ms. Bellamy is a graduate of Sarah Lawrence College and holds an M.A. in the Humanities from the University of Chicago. She has taught at Macalester College, the University of Minnesota, and served as Visiting Professor of Theatre and Culture at United Theological Seminary of the Twin Cities. As the founder of the Twin Cities Theatres of Color Coalition, she strives to address disparities in philanthropy for arts organizations of color, support community organizing for artists of color, and increase accountability for predominately white institutions attempting to create programming that engages diverse audiences. Sarah has been awarded the Hubert H. Humphrey Public Leadership Award, a Bush Foundation Fellowship, and served on the Board of Directors for Theatre Communications Group. She currently serves on the Board of Directors for The Jerome Foundation. She lives in St. Paul, Minnesota with her husband and two small children.

**Amy Thomas (Chief Operating Officer)** is COO of Penumbra. A nonprofit leader working at the intersection of arts and social justice, Thomas' work includes leading organizations in inspired storytelling processes to growing organizational capacity and sustainability. She has over 20 years of nonprofit management and administrative experience with organizations ranging from nationally renowned theatre companies to major public universities to exhibition management services. As part of the executive leadership team at Penumbra, she is responsible for the business, administrative, and operational management. With her colleague, Sarah Bellamy, she is co-leading an interdependent, iterative, and phased process to develop strategies and implementation plans to realize Penumbra's next lifecycle as the Penumbra Center for Racial Healing. Prior to her work at Penumbra, she led the marketing, communications, and audience engagement initiatives for ArtPower! at the University of California, San Diego and The Broad Stage in Santa Monica. She was part of the creative and management team behind The Loft, a 250-capacity performance lounge and restaurant voted "Best Venue in San Diego." Thomas has a B.A. from the University of California, San Diego; she was a visiting scholar at the University of California, Berkeley. She is a Global Arts Management Fellow at the University of Maryland and serves as a board member for Urban Roots.

## **WHAT WILL YOU DO?**

As we evolve into the Penumbra Center for Racial Healing, we are seeking an institutionally minded marketing and communications leader who is dedicated to the health and vitality of Black legacy organizations, and whose ethics express a clear commitment to racial healing. Currently, Penumbra has a \$3.5 million operating budget. The organization is poised to significantly grow its earned revenue in the next 5 years, including ticket income, paid services, class tuition, and merchandise and concessions sales. The Marketing Director (MD) will play a key role in actively collaborating with the executive team to realize this growth.

Under the guidance and direction of our executive team (President and COO), and in collaboration with our marketing team (Marketing Manager) and staff, they lead the management, coordination, and implementation of Penumbra's marketing efforts to build awareness, grow engagement, and meet annual budgetary targets, with their sight to long term growth and sustainability. This role will serve as the lead on all marketing and communications initiatives, including brand strategy, creative direction, content development, audience engagement, program promotions, and public relations. They will deepen and broaden relationships with audiences, partners, and media, growing engagement and sales to drive impact toward racial healing for communities here in Minnesota and beyond.

The MD will be an inspirational storyteller and strategist who can bring our racial healing work to life through visuals, narrative, and immersive experiences that advance collective efforts, build constituency, and activate the power of racial healing. They will be a strategic thinker and proactive problem solver who uses data to drive progress towards goals. They will develop custom, multi-channel marketing strategies that build genuine connection and community.

This position is ideal for an experienced marketer who loves to innovate and iterate, thrives on collaboration, leads by example, supports others generously, and seeks ongoing opportunities to learn and grow. The MD is a full-time exempt position that reports to the COO.

## **PENUMBRA'S PEDAGOGY**

Marketing and communications efforts must be guided by pedagogy that centers Black American and Black diasporic experiences, antiracist, healing focused, trauma-aware, culturally responsive and relevant, supportive of LGBTQIA+ people and communities, and anti-ableist.

## **AREAS OF RESPONSIBILITY**

### **Strategy**

- Provides strategic leadership for Penumbra's marketing and communications efforts.
- Contributes to the sustainability of a legacy Black institution at a critical time for the organization.
- With the COO, leads the annual marketing budget planning process, including expenses and earned income, for Penumbra's programs, services, and products.
- Sets effective goals, develops key strategies, and leads implementation of all marketing initiatives, outreach efforts, and related activities.
- Develops and implements Penumbra's annual marketing and communications strategies to increase Penumbra's profile locally and nationally, build audience engagement, grow earned revenue, and amplify thought leadership.
- Collects and analyzes data to inform strategies.

### **Marketing and Communications**

- Works with President and COO to develop the institution's brand strategy.
- Works with President and COO to lead all communications efforts, internally and externally.
- Leads concept, design, copy, production, and dissemination of all multi-channel marketing and communication initiatives, maintaining cohesive branding and messaging across all platforms.
- Collaborates with executive, programs, and marketing teams to create and implement high-level marketing initiatives tailored to each program.
- Collaborates with executive and fundraisings teams to create and implement high-level marketing initiatives for individual and institutional giving programs, fundraising events, sponsorships, and campaigns.
- Oversees publicity strategies to secure interviews, features, and op-eds in local and national media.
- Tracks local, state, and national trends, issues, and activities that impact Penumbra's brand, programs, goals, and activities.
- Manages the workflow of a fast-paced, deadline-driven department.

### **Sales**

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- Collaborates with executive, programs, and marketing teams to create and deploy direct-to-consumer and business-to-business marketing campaigns with goals, audiences, strategies, tactics, and metrics for success.
- With the executive, programs, and marketing teams, identifies organizational needs, market trends, and market opportunities.
- Collaborates with executive team and staff to create customer journeys that broaden reach, deepen engagement, and drive sales.
- Monitors and evaluates sales efforts using Penumbra's CRM and data systems.

### **Who are we looking for?**

The MD must be willing and able to:

- Support the cultivation of an inclusive, equitable, and liberatory environment.
- Serve as a skilled and discerning negotiator.
- Recognize how her/their/his identity impacts her/their/his work.
- Commit to leading with humility, compassion, rigor, integrity and discretion.
- Communicate authentically and transparently.
- Collaborate with colleagues and partners; nurture direct reports and support supervisors.
- Be institutionally minded; preserve the legacy and advance the vitality of Penumbra.
- Be adaptive through change and iterative processes of discovery.

### **How much are we paying and what are the perks?**

Salary: \$80 - \$100K/year. Full-time, exempt.

### **Benefits package:**

Penumbra offers PTO, Holiday Pay, Medical, Dental, and an Employee Assistance Program. Twin Cities will be the primary residence for this position, but time spent away for remote work is negotiable.

### **Living in Saint Paul**

While some states have one capitol city, Minnesota sort of has two. There's a reason Minneapolis and St. Paul are known as the Twin Cities, but they're definitely not identical. Each has its own feel; unique neighborhoods, special attractions. St. Paul and Minneapolis are the heart of the state's metro area.

Today the Twin Cities and greater Minnesota face a vital reckoning in the wake of what became a global movement for racial justice after George Floyd's murder. There are serious challenges and

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tremendous opportunities ahead. At this time and in this place, dynamic leaders dedicated to racial equity can make a profound impact.

Life in Saint Paul flows deep with tradition, wide with talent and diversity, and strong with economic and cultural vitality. Our character is in our people. You can feel it in the firmness of our handshake and the warmth of our welcome. The sights, sounds, and aromas are the breath of our unique, charming old neighborhoods.

Saint Paul, the head of navigation of the great Mississippi River, is a City of neighborhoods. Like a network of urban villages, our neighborhoods are strong and stable, each with its own fascinating texture of historic interest, cultural landmarks, ethnic heritage and time-honored traditions. This is why people lucky enough to live here feel a remarkable sense of belonging, a sense of place.

Saint Paul is a thriving commercial center in our own right—home to Fortune 500 company headquarters, large regional enterprises and countless small businesses and professional firms. We are playing an ever-more-vital role in both powering and piloting the fortunes of the dynamic Minneapolis/Saint Paul Metro region. As large-scale, visionary developments like the Central Corridor (at last linking the east metro with the metro core in a way that will integrate, rather than alienate, neighborhood interests) continue to unfold, we are committed to seeing that role continue to broaden.

Source - About St. Paul and Minneapolis

**Start Date**

Summer 2022

**How do I apply?**

Please send a letter of interest and your resume to [info@penumbratheatre.org](mailto:info@penumbratheatre.org). Applications will be reviewed on a rolling basis.

Discrimination based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, disability, age, or genetic information (including family medical history) is illegal and will not be tolerated. We will provide reasonable accommodations to applicants and employees who need them for medical or religious reasons, as required by law.