

POSITION PROFILE

Vice President, Marketing and Communications

Boch Center
Boston, MA

November 2025





Vice President, Marketing and Communications Boch Center

<https://www.bochcenter.org/>

Mission Statement: *We are a nonprofit innovator and guardian of iconic venues, providing relevant and inclusive performing arts entertainment and cultural educational experiences for the most diverse audiences possible.*

The Boch Center, a 501(c)(3) nonprofit, is a cornerstone of Boston's cultural landscape, serving as the umbrella organization for two of the city's most iconic venues -- the Wang Theatre and the Shubert Theatre -- and an array of educational, community engagement, and preservation activities. In 2025, the Boch Center is celebrating the 100th anniversary of the Wang Theatre, marking a century of artistic excellence and cultural impact in the heart of Boston's Theatre District. The centennial celebration includes yearlong initiatives such as the *Century Cinema Series*, *100 Acts of Kindness*, and special exhibits at the Boch Center's Folk Americana Roots Hall of Fame (FARHOF), all designed to honor the theatre's legacy and deepen connections with the community.

The Boch Center is more than a performing arts venue -- it's a guardian of Boston's artistic heritage, a hub for community and education, and a celebration of world-class performing arts and diverse cultural expression. Supporting and leveraging a cohesive brand that conveys this operational complexity and diverse program offerings is a key responsibility of the VP Marketing and Communications.

Historic Venues & World-Class Programming

The Wang Theatre, opened in 1925 as the Metropolitan Theatre, is one of the largest stages in the country with over 3,600 seats. The historic Shubert Theatre, located directly across the street, seats 1,600 and has been a cornerstone of the city's performing arts scene since its opening in 1910. Both venues are listed on the National Register of Historic Places and have hosted legendary performances and a range of classical and popular music, dance, spoken word, musicals, theater, multimedia, comedy, and family programs. Partnering with local, national, and international producers, the Boch Center offers 200+ performances for an audience of 400,000+ each year.

Community Engagement & Education

The Boch Center is deeply committed to arts accessibility and education. Through its Education Department and initiatives like the City Spotlights Teen Leadership and In-School Residency Programs, it offers workshops, youth programs, and partnerships with local organizations such as Express Yourself and the City Ballet of Boston. The Boch Center's Ticket Access Program and Boston Family Days partnership with the City of Boston provide free tickets to thousands of children and families across Boston each year. These programs aim to make the arts inclusive and transformative for all.

Historic Preservation

The Boch Center has played a pivotal role in restoring its historic venues. A major renovation funded by Dr. An Wang in the 1980s revitalized the Wang Theatre. The Center continues to champion the preservation of its two venues, and offers tours highlighting preservation efforts.

Folk Americana Roots Hall of Fame (FARHOF)

In 2019, the Boch Center launched FARHOF, a unique museum space within the Wang Theatre that celebrates the legacy of Folk, Americana, and Roots music. FARHOF features exhibits,





memorabilia, educational events, and an annual Induction Ceremony that honor influential artists and musical traditions, further enriching the Center's cultural offerings.

Leadership Team

The Vice President of Marketing and Communications will report to Casey Soward, who became President and CEO of the Boch Center in October 2024, following the retirement of longtime leader Josiah Spaulding. Under Casey's leadership, the Boch Center is entering an exciting new chapter focused on innovation, accessibility, and community impact. The successful candidate will work closely with Casey and their colleagues on the senior leadership team to advance the Center's mission, contribute to strategic initiatives, and help shape the future of one of New England's most iconic arts institutions.



Scope and Responsibilities

The Vice President of Marketing and Communications is a key strategic leader reporting to the President & CEO and serving as a vital member of the senior team. This individual will champion the Boch Center's brand identity, guiding a dynamic communications and marketing strategy that bridges our commercial programming and nonprofit mission.

This role is responsible for amplifying the Boch Center's presence across Greater Boston and beyond—driving ticket sales for over 200 events annually, advancing our nationally recognized Folk Americana Roots Hall of Fame (FARHOF), growing support for our award-winning education programs, and elevating our role as a civic and cultural leader.

The ideal candidate brings deep experience in brand strategy, storytelling, audience development, and team leadership. They will work across departments to align messaging and connect with diverse audiences through bold, creative campaigns rooted in data and mission.

As the voice of the Boch Center brand, the VP will help communicate the importance of preserving Boston's iconic historic theatres—the Wang and Shubert—as living, evolving spaces for culture, education, and community connection.

The role is pivotal in amplifying the Boch Center's community impact—through its free education programs, civic partnerships, and initiatives that make the arts more accessible and inclusive for all.

Specific responsibilities will include:

- Lead the Boch Center's brand strategy—refining and amplifying a cohesive identity that unifies our commercial shows, nonprofit initiatives, education programs, and FARHOF.
- Amplify the Boch Center's community impact by sharpening how education, FARHOF, and civic partnerships show up across all communications and campaigns.
- Integrate community impact into brand storytelling, highlighting education programs, FARHOF, and civic partnerships to engage new audiences and elevate the Boch Center's public value.
- Develop and execute integrated marketing and communications strategies to support ticket sales, fundraising, institutional visibility, and community engagement.
- Oversee all visual and verbal branding efforts across digital, print, on-site, and media platforms to maintain a clear, unified identity.
- Direct all digital strategy, including email marketing, website UX, SEO/SEM, content creation, and social media.
- Lead and mentor the marketing and communications team, shaping a results-driven, creative environment aligned with institutional goals.
- Establish and manage a scalable marketing infrastructure, effectively leveraging internal talent, external consultants and agency partners to execute high-impact campaigns across all platforms.



- Collaborate with leadership and programming teams to translate institutional goals into compelling campaigns that resonate with diverse audiences.
- Lead media relations and public relations efforts to secure positive press coverage and thought leadership visibility.
- Advance messaging around historic preservation, elevating the Boch Center's role as a steward of two of Boston's most iconic cultural landmarks.
- Use data-driven decision-making to monitor campaign ROI, ticket sales trends, audience segmentation, and long-term growth opportunities.
- Develop and manage the annual marketing and communications budget.
- Serve as a public-facing representative for the Boch Center at community, partner, and media events.
- Work closely with the Box Office and Programming team on pricing, sales strategy, and performance analysis.

Key Selection Criteria

The Vice President of Marketing and Communications will be a proven expert in managing the brand of a complex cultural organization and, ideally, marketing live arts and entertainment. Strong candidates will bring significant relevant senior-level marketing and communications experience, including developing and managing programs, budgets, and personnel of the size and complexity required for this position.

In addition, the ideal candidate will demonstrate:

- Proven expertise in developing and implementing successful multi-channel campaigns that drive revenue, expand reach, and enhance brand perception.
- Strong background in brand strategy and storytelling, with a portfolio that demonstrates an ability to connect commercial programming with a nonprofit mission.
- Demonstrated ability to lead and inspire teams, manage cross-functional collaboration, and partner with internal leadership and external agencies.
- High-level proficiency in digital marketing, CRM systems, SEO/SEM, analytics, social media, and content strategy.
- Skilled communicator with exceptional written and verbal abilities; comfortable serving as a spokesperson.
- Track record of managing budgets, deadlines, and competing priorities in a fast-paced, high-performance environment.
- A deep appreciation for the performing arts and the Boch Center's mission to enrich lives through performance, education, and community engagement—including the preservation of historic theatres.





Contact Information

Individuals who are interested in applying or learning more, or would like to nominate a potential candidate, please contact a member of DHR Global's Nonprofit Practice listed below:

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