

Job Title: Marketing and Communications Manager
Employment Status: Regular FT, Exempt
Working Hours: Flexible schedule; requires one evening or weekend shift each week
Number of Direct Reports: Not Applicable
Date job description was created/revised: October 2017



The New Hazlett Theater is a non-profit performing arts venue, with a mission to provide a nurturing, collaborative environment for artists, leveraging people, space and technology to create and present challenging and dynamic art. Events include theater, dance, performance art, music, spoken word performances, and community events, among other programming options. Theater offerings appeal to children, families, and adult audiences. We welcome approximately 26,000 guests each year.

General Overview: The Marketing and Communications Manager will create and execute marketing plans to meet NHT's strategic and business goals, and is responsible for creating and managing the marketing budget. The incumbent will handle all in-house writing and design work, including brochures, ads, emails and individual solicitation efforts. They will coordinate with vendors for distribution and mailing, oversee the NHT website, and handle all social media. The Marketing and Communications Manager is responsible for media and donor relations. They maintain NHT's databases, and are responsible for pulling data for marketing and fundraising efforts, and for analyzing and evaluating marketing and social media metrics.

Essential Duties & Responsibilities:

Marketing Strategy (approximately 50% of duties) - duties include, but are not limited to:

- Developing organizational marketing plan to meet strategic and business goals
- Creating neighborhood marketing strategies to benefit NHT, Northside residents and businesses
- Creating marketing, PR, email and social media tactics and timelines
- Creating and managing the marketing budget
- Participating in branding/identity efforts with Executive Director, Board and staff
- Maintaining, querying and using data from web, social and email activities to measure performance and optimize strategic plan

Marketing Implementation (approximately 50% of duties) – duties include, but are not limited to:

- Using design software to create printed materials (posters, flyers, signs, sponsor materials, etc.); creating and sending email blasts; maintaining and updating web site and ticket-selling sites
- Writing copy for all marketing efforts, web site, and individual solicitation efforts
- Coordinating social media content creation, engagement and management
- Serving as liaison to web developer and managing web site update
- Sourcing vendors; coordinating printing/distribution of marketing and fundraising materials
- Working closely with tenant companies to gather information and promote events; mentoring small arts groups in appropriate marketing strategies when necessary
- Building awareness of NHT and our events with local media and influencers by writing and distributing press materials, pitching editorial opportunities, maintaining online listings, and soliciting media sponsorships
- Assisting with fundraising activities including special events, annual appeals, and online campaigns

Minimum Requirements:

Educational:

- Minimum Education: Bachelor's degree in marketing, communications, public relations or related field, or equivalent work experience

Experience:

- 3-5 years marketing experience
- Demonstration of successful development/execution of marketing plans, and budget management

Knowledge, Skills & Abilities:

- Excellent design skills; proficient in InDesign, Photoshop, some HTML and CSS; aptitude to easily learn new software applications
- Excellent writing and editing skills; Proficient in Microsoft Office and other writing/editing platforms including social media
- Strong verbal communications skills; ability to communicate with a broad range of stakeholders in a variety of settings
- Strong organization and time management skills with the ability to multi-task and reprioritize
- Strong interpersonal and collaborative skills
- Ability to quickly identify and provide recommendations on issues
- Highly motivated and calm under pressure
- Must be willing and able to make decisions on behalf of the Theater with confidence
- Familiarity with automated email services (MailChimp) and online ticket sales services a plus

Travel Requirements: Access to reliable transportation necessary for local travel, as needed.

Physical, mental demands and working conditions:

- An employee in this position works in an office environment.
- The position frequently requires the employee to communicate well with others both inside and outside the theater (e.g., in person, via telephone, via email).
- The employee must be able to understand, interpret and analyze data, solve problems, concentrate, research, use available technological resources and systems (e.g. computer programs), multi-task, prioritize, and meet multiple individuals to complete essential tasks.
- An employee in this position is required to move throughout the workplace, sit, possess gross motor skills, reach with hands and arms, communicate effectively, and see, talk and hear.

Compensation: \$40,000-\$45,000 plus a comprehensive benefit plan offering health and vision insurance, disability insurance, life insurance, and paid time off.

The New Hazlett Theater is an Equal Opportunity Employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.

Employment may be contingent upon your successful completion of a professional, educational and criminal background check. At the time of employment, you must also present documentation indicating that you are legally authorized to work in the United States.

TO APPLY: Send resume with cover letter, portfolio or link to online portfolio, three writing samples, and three professional references to the Finance and Business Manager, Jenn Bonfili via email to jenn@newhazletttheater.org. No phone calls please. No relocation expenses provided.