



MARKETING AND COMMUNICATIONS MANAGER

Passionate about arts in your community? Looking to make a change ... and a difference? Then, we're looking for someone like you. Our Marketing and Communications Manager is responsible for organizing the theater's marketing and communication efforts, coordinating with our artists, as well as writing copy for and managing our website and social media accounts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing Strategy

- Developing organizational marketing plan to meet strategic and business goals
- 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

- 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
- 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
- Assisting with fundraising activities including special events, annual appeals, and online campaigns

MINIMUM REQUIREMENTS

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 issue
- 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

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

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.

Working Hours: Flexible schedule; requires one evening or weekend shift each week

Number of Direct Reports: Not Applicable

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.

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.