

## **DIRECTOR OF MARKETING AND COMMUNICATIONS**

### **Job Description**

Reports to: Executive Director

#### **Overview:**

Playhouse on Park seeks a Director of Marketing & Communications to support the visibility, revenue generation, branding, and communications critical to its programming. The Director of Marketing & Communications oversees the marketing of all productions, fundraisers, community events, educational programs, and more. Core responsibilities include supervisory/leadership roles within the staff and volunteer committees; coordinating press coverage for upcoming productions (critic reviews, features, TV segments/radio spots, etc.); coordinating advertisements (digital & print); and overseeing content creation for social media, e-newsletters, and PTG's multiple websites. Responsibilities are carried out for each subsidiary of Playhouse Theatre Group (PTG), Inc., including Playhouse on Park and Playhouse Theatre Academy.

Playhouse on Park is a professional theater operating a 163 seat black box theater in West Hartford, CT. We produce a varied season of work including plays, musicals, dance performances, theatre for young audiences, and occasional one-off events such as stand-up comedy nights, play readings, and small concerts.

#### **KEY RESPONSIBILITIES:**

##### **General:**

- Responsible for strategic thinking around all marketing and communication efforts with a focus on branding, sales, and audience engagement.
- Comprehensive knowledge of marketing and communication concepts, practices, and techniques across multiple formats, with an emphasis on digital engagement.
- Lead a marketing team consisting of volunteers and part-time staff, providing thoughtful, goal-oriented feedback and ensuring that all deadlines are met.

##### **Creative Projects Management:**

- Oversee creation of print collateral, including programs, brochures, postcards, and institutional signage efforts across the organization, working across internal departments with and external vendors to execute and manage deadlines
- Communicate key design and formatting instructions to graphic designers
- Coordinate all building and electronic signage
- In conjunction with our advertising partners and artistic leadership, develop key art for Playhouse on Park productions
- Coordinate photography and videography for Playhouse on Park productions

##### **Advertising and Communications:**

- Support revenue and audience building efforts through onsite visibility, including in print materials, ad and email campaigns, and targeted promotions.

- Create and direct the implementation of an integrated marketing strategy and sales plan to support subscription, individual ticket, and group sales through traditional tactics as well as contemporary emerging channels of digital media, direct response, and out-of-home advertising
- Manage content and messaging for website and digital communications, including maintaining a social media calendar, sending email marketing, and curating compelling video and photo content
- Provide leadership in the creation of digital assets that dynamically tell the story of Playhouse on Park's programming, new works, education, and fundraising efforts
- Negotiate advertising contract rates, manage advertising calendar, and submit new ads as needed
- Guide the e-newsletter efforts in creating content, sending designers detailed outlines, writing compelling headlines and short form copy
- Utilize social media metrics and box office sales to analyze the effectiveness of posts and targeted marketing campaigns

**Press Oversight:**

- Maintain the press list
- Guide all media relations, including writing and sending press releases, creating a press release schedule, providing timely responses to media requests, and generating consistent local and regional media interest
- Secure media coverage for TV, radio, web, and print, and prepare artists with talking points ahead of media appearances
- Invite press to Playhouse on Park productions and events, process press tickets, and track press attendance
- Manage reviews, pulling quotes for social media posts and e-newsletters

**Department and Events Support:**

- Oversee and lead marketing team comprised of employees and volunteers, delegating tasks, overseeing projects, mentoring, and proofing/copy editing as needed
- Work with Development team on donor/subscriber communications, events, and hospitality benefits
- With the Director Education and Outreach, cultivate opportunities for audience development and community connections, maintain Playhouse Theatre Academy social media platforms and website, as well as develop informational flyers, newsletters, and other materials that reflect current and upcoming programming
- Place all orders for print collateral, merchandise, and event supplies
- Coordinate volunteers and manage registration for marketing-related events

**Vendor and Partner Relations:**

- Manage relationships with vendors and partners critical to the Theatre's marketing and branding efforts, including graphic designers, printers, restaurant and neighborhood partners, and photographers
- Schedule photo/video coverage for real time and post-event collateral
- Work across departments and with external website designer to ensure that all PTG

operated websites and content are kept up to date

- Lead marketing and ambassador committee meetings including scheduling pre-planning meetings, creating agendas, sending reminders, delegating action items to committee members, and overseeing progress

**EXPECTATIONS AND EXPERIENCE:**

- Be onsite for or attend performances, rehearsals, and events as required for the role
- Participate in organizational and regular committee/team meetings, share ideas, and communicate openly with peers and supervisor about questions, challenges, and successes

**Minimum Qualifications and Abilities:**

- Bachelor's degree; or a minimum of 3 years of relevant experience in a marketing, advertising, social media, or communications-related field
- Passion to for theater
- Strong writing and interpersonal skills, including the ability to communicate verbally and in writing to various audiences and media outlets
- Detail-oriented, with the ability to manage time and priorities
- Outstanding work ethic and a willingness to adapt to change
- Experience with financial oversight and maximizing ad spend
- Proficiency in the Microsoft Suite, Google Drive and G-Suite
- Well-developed verbal, organization, collaborative, and communication skills
- Ability to work independently and collaboratively in a fast-paced, rapidly-changing environment

**Additional Information:**

This is a full time, exempt position paying a salary of \$47,000 - \$52,000 per year, based on experience.

Working hours will average approximately 40 hours per week. Work schedule may include some evenings and weekends pending class, performance, meetings, promotional events and activities.

Benefits include 2 weeks paid vacation + 3 personal days per year, the option for health insurance, and complimentary tickets to Playhouse on Park productions.

Please submit a cover letter, resume, and references to [info@playhousetheatregrgroup.org](mailto:info@playhousetheatregrgroup.org).

Applicants from all backgrounds are strongly encouraged to apply. Playhouse Theatre Group, Inc. is an equal opportunity employer. We will not discriminate against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.