

DIRECTOR OF MARKETING & COMMUNICATION JOB DESCRIPTION

Playhouse Theatre Group, Inc. 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, that produces 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.

Playhouse Theatre Academy is the professional theatre educational program which includes year-round classes and programming for youth ages three through adults; on-site partnership programs with schools and community organizations throughout greater Hartford and beyond; the Literature Alive field trip program, Literature Alive On the Road touring production and more.

I. KEY RESPONSIBILITIES:

General:

- Responsible for strategic thinking around all marketing and communications efforts, with a focus on branding, sales, and audience engagement.
- Comprehensive knowledge of marketing and communications 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 the creation of print collateral, including programs, brochures, postcards, and institutional signage across the organization, working across internal departments and with external vendors to execute projects and manage deadlines.
- Communicate key design and formatting instructions to graphic designers
- Coordinate all building and electronic signage

Advertising and Communications:

- Support revenue and audience-building efforts through onsite visibility, including print materials, advertising 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.
- Negotiate advertising contract rates, manage advertising calendar, and submit new ads as needed
- Guide e-newsletter efforts by creating content, sending designers detailed outlines, and 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 by pulling quotes for social media posts and e-newsletters.

Development and Events Support

- Work with the Director of Education and Outreach to promote Playhouse Theatre Academy programs year-round, including maintaining Playhouse Theatre Academy social media channels, print marketing materials, and website.
- Place all orders for print collateral, merchandise, and event supplies
- Attend all marketing-related events, coordinate volunteer attendance and registration

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
- Work across departments and with the external website designer to ensure that all PTG-operated websites and content are kept up to date.

- Lead monthly 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
- Occasional evening and weekend availability is required.
- A hybrid work format may be available.

Minimum Qualifications and Abilities:

- Bachelor's degree or a minimum of three years of relevant experience in a marketing, advertising, social media, or communications-related field
- Passion for theater
- Strong writing and interpersonal skills, including the ability to communicate verbally and in writing to various audiences and media outlets
- Detail-oriented
- Ability to manage time and priorities
- Outstanding work ethic and a willingness to adapt to change
- Experience with financial oversight and maximizing ad spending.
- Proficiency in Canva or other graphic design tools, video editing, Google Drive (especially Google Sheets), and social media strategy.
- Well-developed verbal, organizational, collaborative, and communication skills.
- Ability to work both 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@playhousetheatre.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.