



Position Description

Marketing Manager, Near West Theatre

POSITION SUMMARY: The Marketing Manager is responsible for the timely creation of all print and digital media necessary to ensure Near West Theatre's strategic marketing and communication efforts and increase organizational awareness and visibility. The Marketing Manager will assure effective management of the print and digital marketing, advertising, public relations and communications of the organization and associated budgets.

Near West Theatre has a unique identity as an intergenerational community-based theatre where people work side-by-side, onstage and off, in the creation of our annual season and through participation in mission-centric programs and events. NWT provides high quality, innovative, socially relevant musicals, while maintaining affordable ticket prices. NWT is located in the heart of the Gordon Square Arts District in our state of the art 27,000 square foot, fully ADA accessible facility.

KEY RESPONSIBILITIES:

Project Design & Management:

- Project manage all marketing and promotional print publicity initiatives, including, but not limited to, season brochure, production promotional materials, annual appeals, events and programs
- Coordinate and manage marketing calendar and ensure key staff and contractors meet deadlines and objectives
- Set goals, vision and standards for key promotional materials and communicate effectively through organization
- Create, design, revise and clean graphic design materials for shows, events and other promotional announcements
- Oversee design, creation and implementation of production playbills
- Cultivate relationships and develop an effective network of artists, designers, photographers and printers

Marketing & Promotion:

- Maintain brand-identity of the organization
- Manage, maintain, update and upgrade website as needed
- Manage creation of e-mail marketing promotions and monthly e-newsletter;
- Oversee staff who manage social media accounts (Facebook, Instagram, Twitter, blog, *etc.*) and implement strategies to increase awareness and engagement
- Manage customer research

- Develop and implement campaigns to increase visibility in specific areas and populations
- Develop and implement recruitment strategies for program participants, volunteers, and crew
- Oversee grassroots marketing campaigns with program participants and volunteers
- Oversee all organization photography and video documentation

Media Relations and Communications:

- Create and implement strategy for media relations, including forging new relationships with local media entities
- Manage relationships with in-kind media sponsors
- Draft and distribute press releases
- Serve as point person for all general external communications related to the theatre

Miscellaneous:

- Create digital and print ads on an as-needed basis;
- Archive photos, videos, ads, articles/stories and show publicity
- Create new process for archiving, indexing and borrowing archived materials
- Manage interior and exterior signage

MANAGEMENT RESPONSIBILITIES: Oversees the marketing-related functions of the Development & Community Engagement Coordinator, Box Office & Volunteer Manager, and any contracted marketing/design staff. Occasional management of students, interns, or volunteers on marketing related projects.

REPORTING RELATIONSHIPS: The Marketing Manager reports to the Managing Director and Artistic Director.

REQUIRED SKILLS:

- Excellence in writing, messaging and communications
- Proficiency in messaging using the voice and brand of the organization
- Ease in customer-centered communications with the public
- Ability to multi-task and manage time effectively
- Strong attention to detail and accuracy
- Proficiency in Constant Contact (or other constituent email system), Microsoft Windows, Microsoft Office Suite, Basecamp (or other task management platform)
- Proficiency in Adobe software (Photoshop, InDesign, Lightroom)
- Proficiency with various social media platforms
- Website management, design and editing
- A commitment to the values and mission of the organization

REQUIREMENT: B.A. in Marketing, Communications, or other related field.

EXPERIENCE: Minimum of 3 years experience in marketing and communications. Experience with nonprofits, arts and culture institutions and/or theaters preferred.

JOB CLASSIFICATION: This is a Full-Time, exempt, 9am to 5pm with some evenings and weekends. NWT offers a salary commensurate with qualifications and experience.

PHYSICAL: Must be able to work in an open office environment. Requires the ability to sit and be stationary for prolonged periods of time, normal or corrected vision and manual dexterity sufficient to perform work on a personal computer and other office equipment such as a copy machine and computer printer.

To Apply: Please send cover letter and resume via email to the attn. of Amy Clausen at hr@nearwesttheatre.org. Please include job title in the subject line.

Position will remain open until filled. No phone calls, please. Near West Theatre is an equal opportunity employer and is strongly committed to creating a diverse and inclusive environment where a variety of backgrounds, cultures, orientations, ideas, and talents can flourish.