

## **Marketing & Communications Director**

**Location:** Princess Theatre

**Reports to:** Executive Artistic Director

**Employment Type:** Part-Time/Hybrid (15-20 hours/week)

### **Role Summary**

The Marketing & Communications Director will lead the development and execution of strategic marketing and communication initiatives to support the Princess Theatre's mission and programs. This role combines creativity, strategy, and technical expertise to enhance the theater's visibility, build audience engagement, and drive revenue through effective branding, promotional campaigns, and public relations efforts.

### **Key Responsibilities**

#### **Strategic Marketing & Branding**

- Develop and implement a cohesive marketing strategy that aligns with the theater's strategic plan and promotes all revenue streams, including Community Theatre, Concert Series, Educational Programs, and Special Events.
- Create and maintain a strong and consistent brand identity, ensuring all materials reflect the theater's mission and values.
- Collaborate with leadership to set marketing goals, timelines, and performance metrics.

#### **Public Relations & Media Outreach**

- Manage all publicity efforts, including writing and distributing press releases, coordinating media interviews, and posting events on public calendars.
- Serve as the theater's spokesperson when needed, fostering positive relationships with local and regional media outlets.
- Develop engaging storylines and narratives to spotlight artists, productions, and community impact.

#### **Digital Marketing & Content Creation**

- Oversee all digital marketing efforts, including social media campaigns, email newsletters, website updates, and SEO optimization.
- Design and produce marketing materials, including graphics, brochures, posters, and promotional videos, using tools such as Canva, Photoshop, InDesign, or similar platforms.
- Regularly update and maintain the theater's website, ensuring it is user-friendly, visually appealing, and up-to-date.

#### **Social Media Management**

- Create and manage content calendars for platforms like Facebook, Instagram, and TikTok, tailoring content to diverse audiences.
- Monitor and respond to audience engagement on social platforms, building an active online community.

## **Audience Development**

- Develop and execute campaigns to attract new patrons while retaining and engaging existing audiences, including season ticket holders.
- Identify target audiences for specific programs and adapt marketing efforts to maximize reach and impact.
- Use data analytics to evaluate campaign performance and refine strategies as needed.

## **Collaboration & Innovation**

- Work with leadership and staff to coordinate marketing efforts across all departments.
- Research and analyze market trends, audience behaviors, and competitor strategies to stay ahead of industry shifts.
- Propose and test innovative marketing ideas to increase patron attendance and revenue.

## **Fundraising & Sponsorship Support**

- Assist with donor communications and promotional materials for fundraising campaigns and sponsorship opportunities.
- Highlight sponsorship visibility in marketing efforts, ensuring sponsor recognition aligns with their contributions.

## **Required Skills & Qualifications**

- Strong written and verbal communication skills.
- Proficiency in graphic design and digital marketing tools such as Canva, Adobe Suite (Photoshop, InDesign), and website platforms like Wix.
- Knowledge of social media platforms and best practices for content creation and engagement.
- Ability to create and manage marketing budgets, track campaign ROI, and analyze data to inform decision-making.
- Creativity and innovation in developing strategies and materials to attract diverse audiences.
- Strong organizational and time-management skills to meet strict deadlines.
- Experience in public relations, including media relations and press release writing.
- **Preferred:** English-Spanish bilingual proficiency.

## **Preferred Qualifications**

- Minimum 3 years of experience in marketing, communications, or public relations, preferably within the arts or nonprofit sectors.
- Demonstrated ability to work collaboratively in a team and independently on projects.
- Passion for the arts and commitment to advancing the theater's mission.

## **Position Details**

This flexible, hybrid role averages **15-20 hours per week**, with work completed both in-office and remotely as needed. Pay is commensurate with qualifications and experience.