



MARKETING AND COMMUNICATIONS MANAGER

GENERAL DUTIES & RESPONSIBILITIES

Strategy

- Collaborate with WTA management team to develop marketing and communications plans to promote WTA's programs, mission, vision and campaigns
- Coordinate marketing strategies with the Theater General Manager and Programs & Events Manager for movies, events, performances and programs
- Create, maintain and strengthen the organization's overall brand through all media avenues.
- Develop strategic communications initiatives and activities for event advertising, local area marketing, regional & state-wide communications and for funder, agency and grant communications.
- Find the nexus between what the organization wants to communicate (internal goals, core topics) and what the community seeks (what people are most interested in).
- Drive strategy to increase daily engagement on social media accounts and increase awareness for key initiatives and events,

Operations

- Maintain communications calendar for web, email and social media. Ensure a good mix of original and repurposed content, and taking a multi-channel, integrated approach to sharing content with the community.
- Development and implement marketing plans that include print, broadcast and online content, including newsletter.
- Manage all aspects of social media presence (website, Facebook, Instagram, YouTube)
- Oversee branding, communication, advertising, and promotional campaigns.
- Lead content creation for all channels, including written newsletters, posts & videos using in-house and contract resources appropriately, including print, video and graphic design contractors
- Leverage key engagement metrics across platforms to optimize content, messaging and distributions
- Develop and maintain content on all media platforms with staff support.
- Develop strategic marketing and communications to support fundraising.

Relationship Management

- Support media and other relevant external partner relationships as needed
- Cultivate relationships with press, radio, visual and digital media, pitching stories
- Work closely with Theater General Manager and Program & Events Manager to support their programs and development objectives.

Management, Budgeting & Administrative

- Work with Executive Director to develop the communications budget and manage expenditures.
- Setup tracking systems for campaigns and online activities.
- Monitor, report and present on online engagement analytics (web, email, social media, earned media)
- With Executive Director, establish quarterly communications goals and objectives, and provide regular status reports
- Perform all other duties as assigned

GENERAL REQUIREMENTS/CONDITIONS

Education and experience equivalent to 3 years in marketing and communications. Direct experience in a community-based arts program a plus.

KNOWLEDGE AND SKILL COMPETENCIES

- Knowledge of marketing strategies, channels, and branding.
- Superb leadership, communication, and collaboration abilities.
- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities.
- Critical thinker with strong problem-solving and research proficiencies.
- Ability to gather large amounts of data and convert it into meaningful analysis.
- Solid organizational skills and detail oriented.
- Ability to work under pressure and meet strict deadlines.
- Creative mind with superb written, verbal and visual communication skills.
- Ability to simplify complex information into a user-friendly format.
- Proficient in Microsoft Office, Photoshop and web editing packages.
- Strong attention to detail and proofreading skills
- Knowledge of social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage a diverse audience
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Possess a customer-centered orientation and ability to provide outstanding customer service in line with WTA goals and standards
- Ability to work effectively and successfully with diverse stakeholders.
- Ability to lift up to 30 lbs.
- Outstanding interpersonal, written, and oral communication skills, including writing, editing, and proofreading
- Strong organization and time management skills. Ability to work independently and as an enthusiastic and supportive team member.

CONTACT US!

Contact us to inquire about the position at willcoxtheater@gmail.com