

CREEDE REPERTORY THEATRE

your theatre, always

As a cultural home for artists, residents, and visitors of the West, Creede Repertory Theatre will create a diverse repertory season of plays, new works, and dynamic education programs.

Job Title: Communications and Marketing Director

Job Summary:

The Communications and Marketing (C&M) Director plans, develops, implements and evaluates the communication strategies that present Creede Repertory Theatre (CRT) to the general public, customers, and other stakeholders. The C&M Director will develop a strong strategy using all forms of media to build, maintain, and manage the reputation of CRT, maintaining goodwill, interest, and understanding. This member of our team will create marketing intended to increase earned income, while also marketing fundraising events and development campaigns. The C&M Director will monitor publicity and conduct research to discover concerns, customer behavior, and expectations of CRT's stakeholders. The C&M Director reports to the Artistic Director.

Salary: \$36 - \$40 K (based on experience)
This is an full-time exempt position

Benefits: Health Insurance with option for HSA

Key Responsibilities

Marketing Plan

- Develop and implement a comprehensive and measurable marketing plan that includes specific goals for increasing attendance and ticket sale revenue. Integrate fundraising events and development campaigns into marketing plan
- Create, maintain, and evaluate CRT's 3-year marketing strategy
- Analyze available data and draw conclusions to inform marketing strategy
 - Available data includes but is not limited to: Spektrix reports, patron tracking information, vendors, community organizations, local business, the Chamber of Commerce, TCG, government entities, and box office staff
- Strategize and manage the execution of regional on-the-ground marketing: print material distribution, promotional partnerships, radio spots, postering, print ads, & appearances
- Create, prioritize, and maintain consistency of marketing materials for entire company
- Manage Graphic Design and Print Budget

- Work with staff to develop a marketing and promotional expense budget and income projections for advertisers and sponsors. Adhere to an approved annual budget
- Work to support CRT's efforts to attract and retain increasingly diverse audiences

Content Creation and Branding

- Write, collect, and edit content. Collaborate with staff and graphic designer to generate season-specific materials
- Maintain and update mailing lists for direct mail promotions
- Collaborate with staff and volunteers to create season-specific video(s)
- Collaborate with CRT's web designer to manage website content, including gathering content and updates to ensure the website provides visitors with current information
- Create the schedule and content for eBlasts. Measure and evaluate impact of e-blasts
- Maintain, alongside CRT's graphic designer, a style guide that provides a consistent look and set of standards that ensure consistency and continuity across all mediums
- Develop, alongside CRT's graphic designer, imagery for all of CRT's media
- Develop and maintain CRT's growing brand and professionalism

Media & Press

- Maintain and activate CRT's web presence through CRT's LinkedIn Page, Facebook Page, Twitter and Instagram accounts
- Liaise with and answer inquiries from media, individuals, and other organizations
- Cultivate new media relationships for CRT
- Research, write, and distribute press releases to targeted media and arrange interviews
- Collect and analyze media coverage

Program Ad Sales

- Manage program and digital advertising sales
 - Solicit, collect, and coordinate season program advertising sales and assist with combined seasonal play sponsors and advertisers
 - Identify and solicit prospective advertiser/sponsors
 - Attend, participate, and meaningfully engage at special events like Preview Receptions

Secondary Responsibilities

Mission Communication

- Cultivate a deep understanding of CRT's mission, artistry, values, and company. Communicate these elements of our identity to the world
- Attend a combination of first reads and first design meetings, while also initiating conversations with cast, directors, and designers to gain insight into each play and program

- Create and maintain meaningful relationships with key community members and organizations throughout the San Luis Valley and surrounding areas
- Collaborate with Executive team to develop and manage a crisis plan to ensure CRT's message and reputation is maintained

Patron Services

- Serve as Co-Manager for Patron Services staff along with Human Resources and Operations Director

Creede Repertory Theatre Team Member

- Serve as a member of the administrative team
- Commit to CRT's Equity, Diversity, and Inclusion initiative and work within your department to implement these values in every aspect of the company
- Participate in the betterment of CRT's facilities and buildings, as needed
- Attend required special events, performances, and meetings, including all Board, staff, and assigned committee meetings
- Show enthusiasm to work and create a respectful, inclusive and fast paced environment
- Adhere to CRT's community values of Respect, Communication, Listening, Courage, Problem Solving, Collaboration, and Equity
- Engage meaningfully with the community of Creede

Disclaimer:

This job description is only a summary of the typical functions of the job, not a comprehensive list of all job responsibilities, tasks, and duties.

About Creede Repertory Theatre

Founded in 1966, Creede Repertory Theatre (CRT) is a professional theatre company located at 9,000 feet in a spectacular location in the San Juan Mountains of Colorado. CRT's award-winning company produces quality productions from May through September. Each season, CRT produces 7-10 plays in rotating repertory, hosts numerous musicals events and concerts, develops new works through the Headwaters New Play Program, and creates nationally recognized educational programs. As part of its values, CRT is dedicated to Equity, Diversity, and Inclusion in every aspect of the company and is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Qualifications

- 1-3 years marketing experience with a not-for-profit
- Strategic planning skills with a proven record of developing and implementing effective marketing plan and strategies
- Knowledge and implementation of customer service best practices

- Experience with subscription and single ticket campaigns in a performing arts environment or relevant industry. Although theater experience is preferred, this is not a prerequisite
- Track-record of successful team leadership, creating a positive, collaborative and productive culture
- Strong ability to analyze data and adapt plans based on analysis
- Experience in brand strategy and management
- Exceptional writing, communication, and editing skills
- Computer skills: Microsoft Office, Adobe Creative Suite, and Photoshop
- Availability to work on evenings and weekend as required
- A collaborative and team-oriented approach
- Clean driving record and a valid Driver's License

Physical Requirements

- Sit, walk, and stand: may spend up to 75 percent of working time sitting. Lift, carry, push, pull: generally not more than ten pounds of force is needed to lift, carry push, or pull objects.
- Bend, stoop, and kneel: N/A.
- Dexterity/wrist and hand repetitions: good manual and finger dexterity is needed; more than 50 percent of working time may be spent using a computer keyboard.
- Vision, hearing, speaking: must have good visual acuity and depth perception to operate the computer system; speaking and hearing are essential to the communication needs of the position.

How to apply: Please send cover letter, resume, three references, and a sample of previous marketing materials to Cassie Rhafir, Human Resources and Operations Director, at cassie@creederep.com. Creede Repertory Theatre is an Equal Opportunity Employer. For more information about CRT, please visit www.creederep.com.

Application deadline is May 10, 2019. Applications will be reviewed as received.