



## **Marketing and PR Manager**

Status: **Full-time**

Horizon Theatre Company is looking for a fast-paced, smart individual with marketing and sales savvy and a background in theatre who is seeking an opportunity to lead and grow all facets of marketing/PR/sales for a professional contemporary theatre. Horizon is committed to new and recent plays and raising up the voices of women and artists of color.

Qualified candidate will have a minimum of 3 years post-college work experience in marketing, sales, communications, and public relations. Excellent writing, copy writing, communication, social media and e-marketing skills are a must. Candidate should be flexible and have the ability to organize, execute and evaluate an integrated, multi-faceted marketing/PR campaign. Other skills sought include: basic graphic design (Canva or more advanced), website/Word Press, photography, videography, database management (Tessitura), and expertise with Word/Excel/ Office programs. Candidates should also have a strong interest or background in theatre, a natural inclination for sales and marketing, interest in creative ways to reach audiences, and interest and ability to analyze patron data to drive and track growth. Salary \$30K-\$40K, depending on experience, plus health insurance. Not an entry-level position.

**Qualified candidates should send a letter, resume, 3 references, samples of writing and any design/social media materials (can be documents or links), and salary requirement to [jobs@horizontheatre.com](mailto:jobs@horizontheatre.com). No phone calls. Please put **MARKETING SEARCH** in the subject line. Documents attached should be Word compatible or PDF.**

**Overview of Duties:** Plan, coordinate and direct all of Horizon's sales, marketing and public relations.

### **Planning, Leadership, Goals**

- Work with executive leadership on planning, coordinating, and directing all of Horizon's marketing, public relations, sales and audience development.
- Generate audience for Horizon Theatre Company, meeting or exceeding ticket sales goals for each show by promoting and marketing Horizon's plays and programs (including main stage and remount shows, off-night events, education programs, and fundraising events).
- Maintain and increase Horizon's subscriber base through subscription campaigns and regular communication with subscribers through e-mail, mail, phone and other methods.
- Maintain and increase the age and racial diversity of Horizon's audience.
- Maintain high level of audience satisfaction and engagement with Horizon.
- Analyze past sales, advertising and marketing/pr campaigns to determine effectiveness of strategies used and recommend future action.
- Create and manage the calendar for the marketing/PR department, ensuring all deadlines are met by Horizon staff and contractors
- Manage apprentices, interns, volunteers, vendors and part-time staff as needed in executing marketing and public relations tasks. Recruit/hire/train such volunteer and paid staff as needed.
- Manage a board/volunteer audience development and community engagement committee.

### **Sales, Marketing, Promotions**

- Generate marketing/sales/promotion/PR plan for each show and project (after planning with theatre leadership) and for Horizon's institutional growth with guidance of executive leadership and input from staff and artists.
- Develop and execute strategies to reach specific targeted audiences for each show and program.
- Create and implement weekly (or more frequent) updates to the plan to reach weekly sales goals.
- Create, implement and grow e-marketing program including creation of e-blasts, social media, paid internet advertising, and web presence for Horizon.
- Create engaging content for social media and e-mail platforms through research, talking to artists and staff, taking photos and video.
- Supervise and maintain updated content on website, with weekly updates to the home page and show pages.
- Manage the design, copy writing, printing and distribution of all collateral materials (print and electronic mailers, flyers, posters, ads, playbills, and billboards) in conjunction with the graphic designer and vendors.
- Manage the placement and execution of all print and electronic advertising (paid, pro bono, sponsorship), including with bloggers and related brands.
- Manage publicity photo and video shoots, securing and supervising needed talent
- Secure group sales and promotions for all Horizon plays, as well as maintain group sales database with current contact information.
- Secure non-profit, business and media partners or other methods to increase our reach into the community and fill houses for Preview performances.
- Create new partnerships with individuals, small businesses, corporations, and foundations that are essential to furthering the Marketing and Development goals of the theatre.
- Manage all relationships with all third party ticket vendors who are marketing partners

#### **Public Relations**

- Create all press releases, calendar listings, news articles and radio/TV announcements
- Secure press and media coverage for all Horizon plays, events, and activities.
- Organize and document all sales, marketing, and public relations activities, including:
  - Maintain an electronic archive of all reviews, articles and significant press mentions for the theatre
  - Maintain accurate records of contacts made and results for each show.

#### **Community Engagement**

- Coordinate the Community Engagement activities, displays, and volunteers for each production.

#### **General duties**

- Participate in daily/weekly staff meetings
- Organize and document all Marketing and PR activities.
- Work with the administrative staff to create and maintain customer service policies and procedures.
- Maintaining relationships with press and media, marketing volunteers, community partners and group and organizational leaders.
- Participate in "staff duty" several weekday evenings during the run of each show.
- Serve as a member of the Horizon Theatre Company staff by participating in special events, Opening Night Parties, and PR events.
- Sell tickets when needed.
- Complete other duties as assigned.