

## **MARKETING AND COMMUNICATIONS MANAGER**

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

The qualified candidate will have a minimum of 3 years post-college work experience in marketing, sales, communications, and public relations. Excellent writing, copywriting, communication, social media, and digital marketing skills are a must. The candidate should be flexible and have the ability to organize, execute, and evaluate an integrated, multi-faceted marketing/communications campaign.

Other skills sought but not mandatory include: basic graphic design (Canva or more advanced), website development (Word Press or other website development software), photographic editing, video editing, 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, an interest in creative ways to reach audiences, and interest and basic ability to analyze patron data to drive and track growth. Salary \$35K-\$42K, depending on experience, plus health insurance. Not an entry-level position.

Qualified candidates should send a letter, resume, 3 references, 2 writing samples and 2 design/social media materials (can be documents or links). No phone calls. Please put **MARKETING MANAGER SEARCH** in the subject line. Documents that are attached should be Word compatible or PDF.

Overview of Duties: Working with senior leadership, plan, coordinate, and direct all of Horizon's marketing, communications and sales.

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

- Work with executive leadership on planning, coordinating, and directing all of Horizon's marketing, communications, sales, and audience development.
- Generate audiences 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, direct mail, phone, and other methods.
- Increase the diversity of Horizon's audience and attract younger audiences.
- Maintain a high level of audience satisfaction and engagement with Horizon.
- Analyze past sales, advertising, and marketing/PR campaigns to determine the effectiveness of strategies used and recommend future action.
- Create and manage the calendar for the marketing department, ensuring all deadlines are met by Horizon staff and contractors
- Manage interns, volunteers, vendors, and part-time staff as needed in executing marketing and public relations tasks.

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

- Generate marketing/sales/promotion plan for each show and project for Horizon's institutional growth with the 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 updates to the plan to reach weekly sales goals.

- Create, implement and grow digital program including co-creation of email blasts, social media plan, and execution, and paid internet advertising plan for Horizon.
- Create engaging content for detailed social media and email platforms through research, talking to artists and staff, taking photos and video where necessary.
- Supervise and maintain updated content on the website, with regular updates to the home page and show pages.
- Manage the design, copywriting, printing, and distribution of all collateral materials (print and electronic mailers, flyers, posters, ads, playbills, and billboards) in conjunction with senior leadership, graphic designer, and vendors.
- Manage the placement and execution of all print and electronic advertising (paid, pro bono, sponsorship).
- 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.
- Working with senior leadership, 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.

#### Communications

- Create all press releases, calendar listings, news articles, and radio/TV announcements with executive oversight.
- 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**

- Assist in coordinating the Community Engagement activities, displays, and volunteers for each production.

#### General duties

- Participate in daily/weekly staff meetings
- Work with the administrative staff to create and maintain customer service policies and procedures.
- Participate in “staff duty” on 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.

Job Type: Full-time

Pay: \$35,000.00 - \$42,000.00 per year

#### **COVID-19 considerations:**

The Marketing Manager will work from home until a return to office plan has been established for early fall. COVID vaccine mandatory.