



POSITION: Marketing and Communications Manager (Full Time)

Park Square Theatre and Steppingstone Creative Learning encourages applications from qualified candidates from visible and invisible minority groups, women, Indigenous persons, persons with disabilities, persons across the spectrum of sexual orientation and gender identities, and others with the skills and knowledge to productively engage with diverse communities. We are committed to hiring on merit and to removing barriers in employment policies.

DESCRIPTION: The Marketing and Communications Manager is a primary steward of the brands of the newly merged Park Square Theatre and SteppingStone Creative Learning and ensures the planning and execution of all marketing and communications strategies. The position works with the leadership of Park Square to research, engage, and provide a compelling patron experience. This position will craft appropriate messages and content, lead advertising efforts, and oversee staff and volunteers as needed.

The Marketing and Communications Manager provides vision, leadership, management support, technical implementation and guidance to Park Square's marketing and communications efforts through direct management of internal resources, as well as contractors and external resources. They ensure that the organization's goals are achieved and lead development, implementation, and evaluation of strategic and daily marketing and communication efforts. They will oversee a portfolio that includes narrative and message development, video production, digital media, traditional and new media relations, writing, editing, and other communications strategies.

The most competitive candidates for the position are self-motivated, collaborative, strategic, creative, communications professionals who are passionate about our mission, driven by equity and skilled in management. We seek a strong story teller with a background in digital communications, journalism, or public relations. The manager should be guided by the values of equity and justice and have a track record of success in mission-driven communication. This position contributes directly to the mission of the organization as a "your theatre for life," supporting excellent artistry, creative learning, and opportunities to develop as a human being and an artist, whether a professional artist, learner, or an audience member.

This is the ideal position if: You love theatre and working with creative people to make big things happen for the community of young people, adults, families, artists, donors, and

community organizations that comprise the PST/SST community. The new combined vision will lead to substantial growth of the organization, and your passion and skills will grow and develop alongside an exciting team of change-makers. You are committed to superior customer service at all times and focus on getting the details right. You love seeing success from your efforts and expect that planning and execution will get the job done. This position is full-time, but we are flexible in crafting a position or transition period for the right candidate.

Reports to and close associates: Position will report to the External Relations Director. This position manages a small team of employees and contractors.

MAJOR RESPONSIBILITIES & TASKS

Strategy, Management and Evaluation

- Build, deploy, and uphold a narrative strategy and messaging for the organization, in collaboration with leadership and program directors, which centers the organization's mission, vision, and values
- Continually assess effectiveness in reaching target audiences and creating inclusive messaging and experiences
- Build paid advertising plan for season, individual productions, and camps and classes, including negotiation and contracting with advertisers
- Track budget and invoices in a timely manner with finance department

Content Creation

- Supervise and assist in successful media relations efforts by crafting compelling press releases and developing and maintaining relationships with journalists and influencers across the state
- Craft compelling messages to ensure seamless and positive patron experience in collaboration with guest services staff (mailings, surveys)
- Collaborate with development staff to ensure effective, donor-centric, on-brand communications
- Track and respond to news and external factors that intersect with our priorities
- Oversee and contribute to digital and web content including blog posts, website updates (in collaboration with web contractors), social media
- Oversee and collaborate with photo and video contractors to create compelling marketing assets
- Coordinate creation and editing of publications: playbill, brochures, postcards, signage and other marketing materials
- Support and collaborate with staff on event planning, materials, digital fundraising strategy, and fundraising-related marketing

Supervision and Teamwork

- Supervise communications team members and contractors
- Work with external relations team to develop and manage annual communications work plans, budgets, and timelines

- Collaborate with communication leads at partner organizations for joint publications, marketing trades, etc.
- Contribute to a positive work environment and work collaboratively with co-workers.
- Other duties as needed

POSITION REQUIREMENTS, KNOWLEDGE, SKILLS & ABILITIES:

Supervisory Responsibility: Yes

Required:

- This position is a supervisory position and requires 3+ years of experience in communications, marketing or public relations
- A commitment to racial equity and social justice
- Management experience
- Strong writing and editing skills, including the ability to explain complex issues clearly and succinctly
- Demonstrated success building relationships with influencers; crafting and executing strategic communications plans; demonstrated digital communications expertise
- Strong familiarity with digital communications, information technology, and social media
- Demonstrated organizational and project management skills

Preferred:

- Nonprofit/public policy/cultural communications experience
- At least 2 years of previous management experience
- Experience with communications in diverse audiences and complex demographics
- Knowledge of best practices for effective communication of data and impact

Status:

- Permanent, full time

Compensation:

- Consistent with our current salary scale, the salary range for the position is competitive with nonprofit market rate and commensurate with experience at \$55,000-60,000. The organization offers competitive benefit packages and a flexible work environment

How to apply:

- PLEASE SUBMIT A RESUME AND COVER LETTER to halstead@parksquaretheatre.org
- Position is open until filled, applications accepted until September 16, 2022

Posted Sept 1, 2022