

WESTPORT COUNTRY PLAYHOUSE

MARKETING MANAGER

Status: Full Time / Regular / Exempt

Reports to: Acting Managing Director

Salary: \$55,000 + benefits

THE POSITION

The **Marketing Manager (MM)** leads the organization's marketing and communications efforts. The MM reports to the Managing Director and works in close cooperation with all Playhouse departments including but not limited to fundraising, box office, production, and finance. The marketing department currently consists of a part-time PR Manager and a part-time Marketing Intern, so the Marketing Manager will need to be able to handle all aspects of marketing on their own.

ESSENTIAL FUNCTIONS

- Manage marketing budgets and submit all invoices to finance department for payment
- Work with the PR Manager to develop a communications/marketing plan for all Playhouse events (produced, presented, fundraising, education programming etc). The MM will direct and implement all marketing and communications efforts.
- The MM is responsible for copywriting, editing, and proofreading all marketing collateral and is responsible for all customer relationship management.
- Create and maintain the email schedule; and write, design, and deploy Playhouse emails.
- DM will work with PR Manager on production programs (digital and printed) and will manage all brochures, e-newsletters, and all other publications.
- Manage advertising deadlines, especially with value added marketing (giveaways, newsletters, etc)
- MM will work with the Marketing Intern and any part time graphic designer(s) to create all signage, ads, web assets. If the Marketing Intern or part time graphic designer are not available, the MM will create the signage, ads, web assets, etc.
- Work with all departments to ensure the website properly reflects all current programs/campaigns and to prepare for those upcoming

- Work with the box office to ensure TNEW (our ticketing and donation website) content is accurate, and links are up to date
- Manage the theater's social media presence including Facebook, Instagram, LinkedIn, and any future platforms as appropriate.
- Serve as graphic designer for ads, posters, postcards, digital ads, etc.

KNOWLEDGE, SKILLS, AND ABILITIES

- 2 -3 years related experience, non-profit experience a plus
- Ability to work towards multiple goals for the Playhouse concurrently
- Ability to think and plan strategically while managing tactical advancements
- Ability to work independently or part of a group, depending on the situation
- Self-motivated
- Positive attitude, strong work ethic and a sense of humor
- Commitment to equity, diversity, and inclusion
- Excellent collaborative, verbal, and written communication skills
- Knowledge of Adobe Suite (InDesign and Photoshop) a plus
- Knowledge of Microsoft Word and Excel
- Ability to work nights and weekends when necessary

SPECIAL COVID FACTORS

- All Westport Country Playhouse employees are required to be fully vaccinated against COVID-19 as defined by the Centers for Disease Control and Prevention (CDC).

ABOUT WESTPORT COUNTRY PLAYHOUSE

The Westport Country Playhouse acknowledges the indigenous peoples and nations of the Paugussett that stewarded the land and waterways of Westport, Connecticut

The Playhouse is a non-profit organization that produces theater from playwrights, actors, directors, and designers of all backgrounds, while entertaining audiences and exploring human and societal issues along the way.

We have begun the process of creating an antiracist environment with our staff, artists, community leaders, and board members. We are having ongoing discussions around equity, diversity, and inclusion (EDI) as well as relevant training in antiracist practice, bystander intervention, and social justice. Playhouse staff must be committed to building an antiracist culture.

YOU SHOULD APPLY

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

A relocation stipend may be available, to be discussed upon job offer.

For more information about the Playhouse and other job opportunities, visit westportplayhouse.org.

HOW TO APPLY

- Send cover letter and resume to resume@westportplayhouse.org with subject line:
Marketing Manager
- Or mail to:
Marketing Manager Search
Westport Country Playhouse
25 Powers Court
Westport, CT 06880
- No phone calls or drop-in visits, please.