

# WESTPORT COUNTRY PLAYHOUSE

## DIRECTOR OF MARKETING & AUDIENCE DEVELOPMENT

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**Status:** Full Time / Regular / Exempt

**Reports to:** Managing Director

**Salary:** \$75,000 + benefits

### THE POSITION

Westport Country Playhouse seeks an innovative and dynamic Director of Marketing & Audience Development to join our team. The Director of Marketing & Audience Development (DMA) leads the organization's marketing, public relations, communications, and audience development efforts to maximize earned and contributed revenue. Managing a team of one full-time employee (Content & Community Engagement Associate) and two part-time employees (PR Manager and graphic designer), the DMA will plan, direct, and implement the marketing, communications, and public relations efforts for all of Westport Country Playhouse's programs and season productions. The Director of DMA reports to Managing Director Beth Huisking, and works in close cooperation with Artistic Director Mark Shanahan, as well as the Director of Advancement, Director of Production, and Director of Finance.

### ESSENTIAL FUNCTIONS

- Manage marketing budgets and submit all invoices to finance department for payment
- Work with the PR Manager & Content & Community Engagement Associate to develop a communications/marketing plan for all Playhouse events (produced, presented, fundraising, education programming etc). The DMA will direct and implement all marketing and communications efforts.
- The DMA is responsible for copywriting, editing, and proofreading all marketing collateral and is responsible for all customer relationship management.
- Work with the Content & Community Engagement Associate and necessary stakeholders to create and maintain the email schedule; and write, design, and deploy Playhouse emails.
- DMA 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)

- DMA 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 DMA and Content & Community Engagement Associate 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

## **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](http://westportplayhouse.org).

## HOW TO APPLY

- Send cover letter and resume to [resume@westportplayhouse.org](mailto:resume@westportplayhouse.org) with subject line:  
**Director of Marketing & Audience DevelopmentSearch**
- Or mail to:  
Director of Marketing Search  
Westport Country Playhouse  
25 Powers Court  
Westport, CT 06880
- No phone calls or drop-in visits, please.
- Application deadline: Thursday, September 4, 2025