

Marin Theatre Company

Job Description

COMMUNICATIONS DIRECTOR

Class: Exempt, Full-Time

Immediate Supervisor: Marketing Director

INTRODUCTION

Marin Theatre Company is a professional regional theatre committed to producing high quality live theatre designed to engage, entertain, challenge and educate our audience, thereby enriching the cultural life of our community. We provide a forum for contemporary, classic and emerging playwrights, and through our conservatory, an environment that introduces people of all ages to the transformative power of theatre.

The Communications Director is a full time position working in the Marketing Department. This position reports to the Marketing Director with secondary reporting relationships to the Managing Director and Artistic Director.

The Communications Director agrees to work with the staff members of Marin Theatre Company to achieve the goals set forth by the department head, to abide by the values of the organization, and to serve the mission of the Theatre.

RESPONSIBILITIES include, but are not limited to:

Public Relations

- Implement publicity plans and schedules for each production and other projects as needed.
- Write all press releases & distribute by email and/or mail after approvals.
- Create press kits and attend opening nights to greet press.
- Maintain list of media contacts for the theatre including but not limited to radio, television, print and Internet.
- Post listings on Internet sites where appropriate.
- Contact media; organize and execute publicity calls and pitches.
- Coordinate interviews as needed.
- Coordinate and manage photo shoots .

Publications

- Responsible for creating (editing, formatting, printing with outside vendors) the Playbill (from In Design template) for each MTC production.
- Design and print the playbills for other productions as needed (Summer Conservatory plays, New Works series play readings, etc.)

- Sell ads in in the major playbills each season and negotiate trades (food & services) for same.
- Invoice and track payment of playbill advertisers.
- Act as liaison to graphic designer when needed.
- Format and produce Performance Guides for students, as needed.

Marketing / Design Support

- Assist Marketing Director in development of marketing plans for each play including calendaring and booking advertising, mailing and printing jobs; writing collateral copy; and other marketing duties.
- Assist graphic designer with production work on print and Internet ads (and other collateral) as needed.
- Oversee specific target market campaigns.
- Solicit bids from printers for playbill, postcards, brochures, and mail houses and be the liaison with same vendors.
- Manage all list trades with other arts organizations.
- Manage email club list; write, design, and send out weekly email newsletter.

Experience, Skills, and Education:

The ideal candidate will have 3 to 5 years of publicity experience in the performing arts. Must have excellent writing and speaking skills and an understanding of AP style. Must have proficiency in Adobe InDesign and PatronMail or equivalents; and have a working knowledge of Adobe Photoshop and Illustrator. Though not required, experience with Dreamweaver and the ability to shoot, edit, and post video on the web are desirable. A bachelor's degree in marketing, public relations, or journalism is preferred.

Submit cover letter, resume and writing sample to julie@marintheatre.org. No phone calls please. Salary is commensurate with experience.