

Marketing and Communications Director Job Description

Supervisor: Executive & Artistic Director (EAD)

Supervises: Marketing Staff

Job Purpose: The Marketing and Communications Director is responsible for increasing the institution's audience base including membership and single ticket sales as well as maximizing other public income by creating and overseeing internal/external communication and audience engagement as it relates to the institution's mission/values and vision as detailed in Portland Stage's Strategic Plan.

Duties and Responsibilities:

- Work with senior management to develop an Annual Marketing Plan to achieve the goals as defined in the Strategic and Business plans
 - Participate in analysis and evaluation of Plan outcomes
- Oversee implementation of the annual marketing plan
 - Oversee creation and management of various marketing components, including but not limited to Social Media, Emails, Print, Advertising, Surveys, and Website.
 - Oversee creation and management of branding, including but not limited to signage and messaging across internal and external communications as well as campaigns and activities related to maximizing earned income
 - Collaborate and communicate with other departments to accurately promote their programs and projects in line with overall marketing goals
 - Ensure that all materials accurately and professionally represent the organization and meet the requirements of any contracts.
 - Collaborate with the Box Office, House Management and Group Sales to increase sales
 - Develop and maintain press and public communications relationships
 - Create and maintain ongoing marketing calendar to include advertising, eblasts, and PR deadlines.
 - Maintain and update website and social media sites
 - Organize and maintain marketing files, both physical and digital
 - This includes but is not limited to the digital photo library, show books, computer files
 - Support events that resonate with Mainstage productions to bring broader audiences
 - Build connections with organizations and individuals to participate in events
 - Incorporate new audiences culled through events and discussions into membership and donor base
- Maintain and track the appropriate budget and expenditures
 - Submit all necessary paperwork for purchases, trades, etc. in a timely manner and to pertinent departments

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- Anticipating, identifying, and negotiating necessary trades to accomplish the job, as well as monitoring successful completion of trade
- Responsible for accomplishing the duties of the job within the budget
- Find, select, and supervise skilled staff and contractors as need and budget allows
- Participate and help coordinate “Full Company” projects, work calls, meetings and events

Qualifications:

- Experience in Marketing and Public Relations
- Experience as a manager and/or supervisor that keeps within a budget
- Knowledge of Microsoft Office, Google Suite (including Analytics), Raven, WordPress, Patron Manager/Sales Force, Emma (constant contact equivalent), Libris (photo archive)
- Experience using Social Media as a marketing strategy
- Experience with Adobe InDesign is a preferred
- Skilled at working with people, managing crews, coordination of scheduling
- Excellent verbal and written communication, organizational, and time management skills
- Optimism, levelheadedness, sense of humor, creativity, problem solving abilities, and the ability to work under time constraints

Working Conditions:

- This is a full-time, salaried, benefits eligible position.
 - This position works mostly weekday hours with the need for flexibility surrounding special events.
- A desk is provided with a computer and access to printers, a copier, a phone, and wifi enabled internet.
- The work environment is mainly the office on the fourth floor, which is temperature controlled and requires stair access.

Physical Requirements:

- Mobility: ability to reach, bend, carry, and climb stairs.
- Ability to look at electronic screen for extended periods of time
- Safely lifting loads of 50 pounds by oneself, lifting 100-200 pounds with two or three people

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