



## **Job Description: Marketing & Communications Director (Full Time)**

Updated: 2-20-17

**SUMMARY:** The Egyptian Theatre in DeKalb, Illinois, seeks an energetic, passionate, and experienced arts marketing and communications director. This position will direct and oversee the Egyptian Theatre marketing policies, objectives and initiatives. Creates and manages related printed, electronic and visual promotion and informational material. Develops programs and campaigns that are designed to increase brand awareness, ticket sales, along with sponsorships and donations.

### **Essential Duties and Responsibilities:**

- Create and direct strategic marketing plans for the organization, including print, web, visual/signage, social media, and other electronic methods.
- Maintain and make regular updates to the Theatre website.
- Establish, develop and execute both short-range and long-range marketing strategies to support sales and revenue objectives of the organization.
- Research, analyze and monitor technological and demographic factors to capitalize on market opportunities. Regularly creating and analyzing reports to gauge the success of ticket sales and marketing efforts.
- Develop and manage marketing operating budget.
- Negotiate contracts to ensure the most effective placement of print, radio and online advertising.
- Define design and branding goals with Executive Director. Communicate design and branding goals and objectives to a graphic designer. Work with graphic designer to produce print and online ads, flyers, posters, banners, web graphics, and other printed materials and signage for events.
- Develop a communications calendar for regular e-newsletters, blog and social media posts.
- Develop, implement, and market special promotions to drive ticket sales.
- Serve as liaison with outside agencies on ongoing promotional campaigns. Establish and maintain relationships with industry influencers, key media and strategic partners.
- Work with Executive Director to ensure that sponsors and donors receive appropriate recognition.
- Responsible for managing contacts and communication with local and regional media; writing and distributing press releases, initiating story ideas, and ensuring that accurate listings of information are widely disseminated.
- Work with other Theatre employees and board members to create marketing campaigns to increase revenue streams.
- Work closely with Theatre staff to market and advertise all Egyptian Theatre presented events and fundraising activities as well as assist renters/promoters with these activities as needed.
- Maintain up-to-date archives of press and advertising clippings. Maintain a photo and video archive.

- Perform and display excellent customer service skills.
- Be a positive and friendly representative for the Egyptian Theatre; exceed expectations.
- Actively participate in the ongoing growth and positive image of the Egyptian Theatre.
- Other duties as assigned.

**Desired Qualities:**

Bachelor's degree in marketing, public relations, communications or other related field and at least two years related experience and/or training or equivalent combination of education and experience preferred. Experience in the performing arts with a non-profit organization desired.

Knowledge of and experience with marketing principles, especially as they relate to the non-profit arts field. Demonstrated passion for the arts. Sets and meets high standards.

Excellent verbal and written communications for multiple audiences – radio ad copy, press releases, show descriptions, brochure copy, e-newsletter, artist interviews, and social networking updates.

Media savvy, effectiveness placing stories in all types of publications; writing press release and copy writing; print publication management and editorial experience.

Must have the ability to manage multiple projects concurrently, keeping a keen eye on details while juggling various priorities. Managing relationships and expectations to meet all stakeholders' needs, while focusing on the overall branding and sales goals. Ability to adapt to changing situations and creatively problem solve is key.

Proficient knowledge of using computers along with Microsoft Office and Adobe Creative products.

Reports to: Executive Director.

Salary: \$50,000 starting based on experience and qualifications.

Benefits: Phone, Cell Plan, PTO, Paid Holidays, Comp Time, and Health Reimbursement Plan

TO APPLY:

Please submit a resume, cover letter, three professional references, and a relevant writing sample to:

[alex@egyptiantheatre.org](mailto:alex@egyptiantheatre.org)

or mail to

Egyptian Theatre  
Attn: Executive Director  
135 N. 2<sup>nd</sup> Street  
DeKalb, IL 60115