

JOB TITLE: Communications Manager

REPORTS TO: Director of Communications and Marketing

TO APPLY

Send resume to Karen Rudolph, krudolph@therep.org. Deadline for applications, Friday, March 29. Candidates who expect to earn their degree in May, 2019, are encouraged to apply.

MINIMUM REQUIREMENTS

Bachelor's Degree in a related field.

PURPOSE OF THE JOB

Reporting to the Director of Communications and Marketing, the Communications Manager will help define and implement the theatre's overall marketing and communications efforts. They play a key role in The Rep's day-to day- marketing and audience engagement efforts.

KEY RESPONSIBILITIES (could include...)

Media Relations

Promote all Arkansas Rep activities (six-seven shows per year, as well as activities in the Young Artist Program, development events, additional programming and other institutional efforts) by...

- In partnership with the Director of Communications and Marketing, scheduling and transporting actors to live television and radio appearances, panels and outreach events
- Developing and maintaining effective relationships with journalists
- Generating story ideas and pitching them to appropriate reporters
- Writing and distributing press releases on Young Artist Productions
- Managing special event promotion for ArtWorks and Saints & Sinners
- In partnership with the Director of Communications and Marketing, serving as the Theatre's liaison with photographers and film crews
- Managing the process of continually archiving printed media, digital media and online media featuring press on The Rep and The Rep's productions and events

Marketing: Institutional

Manage the Actor's Equity Association requirements for LORT Theatre publications, appearances, auditions and events by...

- Managing the writing, graphic design and print production of 6-7 Playbills each season, maintaining accuracy in actor bios, production details and contract language
- Managing the posting of actor bios to The Rep website and updates to each production page per contract language
- Manage the production of lobby signage for each production featuring casts, creative teams and contract language
- Posting audition notices and submitting to appropriate media outlets
- Posting costume rental notices and submitting to appropriate audiences
- Scheduling all archival photo shoots per AEA rules
- Scheduling all archival video shoots per AEA rules
- Scheduling all interpreted performances per the Americans with Disabilities Act

- Working with AEA stage management to schedule actor appearances and interviews within each rehearsal day
- Schedule and organize across multiple departments to generate content on a regular basis
- Maintain Rep productions and events in all local listings
- Maintain updated content on therep.org.
- Manage Arkansas Rep Facebook, Pinterest and Flickr social media properties

Marketing: Seasons

Promote purchase and renewal of Season Subscriptions by ...

- Managing curtain speech schedules, messaging and selling subscriptions in lobby during performances
- Organizing board subscription parties and selling subscriptions during parties
- Managing individual mailings to potential subscribers

Audience Engagement

Promote audience engagement with all MainStage productions by...

- Writing and designing lobby educational signage
- Writing blog posts with a relevant focus to key audience groups
- Designing and distributing educational study guides
- Managing community involvement in preshow talks and researching appropriate partners to create conversation around Rep productions
- Researching and managing community outreach, events, panels and preshow talks for minority audiences and affinity events designed for minority audiences

Community Partnerships

Promote all MainStage productions, in partnership with the Director of Communications and Marketing, through partnerships and affinity events by...

- Managing audience engagement and 2-4 events around each MainStage production
- Engaging media partners and soliciting non-paid advertising for affinity events
- Work with house management to organize each event with appropriate staff
- Managing nightly events and sponsors associated with each production

Marketing: Development

Support the Development Department by...

- Soliciting and confirming celebrity emcees for Saints & Sinners
- Soliciting and confirming celebrity emcees for ArtWorks
- Managing 6 Preview Sponsor Nights each season with pre-and post-event support and recognition from stage
- Creating and managing the design and print production of all Saints & Sinners promotional materials: posters, postcards, save the date cards, invitation and program
- Creating and managing the design and print production of all ArtWorks promotional materials: posters, postcards, save the date cards, invitation and program

- Generating story ideas and pitching them to appropriate reporters to promote Development events
- Scheduling society photographers to attend opening nights, fundraising events and membership events
- Creating and managing the design and print production of all Membership Event promotional materials
- Supporting development events through social media promotion
- Supporting development events through email marketing promotion
- Promoting development events through in-kind media support
- Managing the updates, design and print production of lobby signage recognizing MainStage Sponsors
- Ensuring consistency and accuracy in all organizational communications and enforcing branding standards