

6th Street Playhouse

Marketing and Communications Director (full time)

Join in the excitement and growth at 6th Street Playhouse—Sonoma County’s leading theater company—in this NEW position. 6th Street Playhouse is proud to be Sonoma County’s favorite live theater company for 7 out of the last 8 years, with a full season of 10 shows, as well as a thriving educational program and special events. Join us and have opportunities to advance and learn alongside accomplished world-class theater leaders who are dedicated and collaborative team members.

Under the oversight of the Managing Director, and in collaboration with the Artistic Director, the Marketing and Communications Director is responsible for defining and executing on the overall sales and marketing strategy for the Company.

Responsibilities:

1. Define overarching image, messaging and media plan for the Company
 - a. Preparation of collateral material for donor development, sponsorships, company positioning and community engagement.
 - b. Media plan and marketing budget
 - c. Ownership of website content, its “look and feel”
 - d. Extend social media reach, increase community visibility and engagement of the Playhouse

2. Act as media spokesperson for the Playhouse
 - a. Create and monitor show sales campaigns and targets
 - b. Create, in conjunction with Artistic Director and Playreading Committee, “by show” messaging, pricing strategy, and marketing plan
 - c. Create show collateral, i.e. playbills, advertising mailers/cards, main season graphics, website
 - d. Create and monitor sales goals. Recommend adjustments through sales cycle.
 - e. Create, schedule and distribute communications to patrons utilizing direct email marketing tools, as well as print and social media
 - f. Monitor and report on effectiveness of marketing campaigns; become expert at using the sales (ticketing) platform to measure effectiveness
 - g. Report on sales demographics (utilizing external data consultants)
 - h. Report to Board of Directors at least quarterly: Goals vs. Actuals.

3. Develop Sponsorship Program

- a. Set and monitor targets
- b. Develop material and participate in community events

4. Create marketing for Studio (Education)

- a. Work with Managing Director and Education Director to develop and distribute marketing for the education program
- b. Design graphics and collateral for education programs

5. Manage and collaborate with External Resources

- a. Data consultant(s)
- b. Graphic and video artists
- c. Copywriters

Experience and Skills:

- At least 3 years marketing communications management in a full service advertising agency or marketing department of a mid-to-large performing arts organization
- Demonstrates advertising copywriting skills
- Demonstrates up-to-date email marketing best practices and website design trends
- Demonstrates project management skills
- Shows competence with graphic design programs, including Adobe Illustrator and Canva
- Detail-oriented and meticulous
- Self Starter: Curious, outgoing, persistent, quality-driven, and results-oriented
- Highly motivated team player
- Demonstrates a passion for live theater

Please respond with a cover letter, resume and salary requirements. Submissions must be emailed to **Managing Director, Annie Clark, at anne@6thstreetplayhouse.com**.