

# Oregon Contemporary Theatre

## Job Description for Marketing & Public Relations Manager

### **Mission Statement**

Oregon Contemporary Theatre creates bold entertainment, challenges expectations, inspires curiosity, encourages dialogue, and supports positive change. We believe theatre can transform audiences, artists, students, our community, and the world around us.

### **Our Core Purpose**

Enriching lives through the transformational power of theatre.

### **Our Core Values**

#### **1. Excellence**

We are committed to producing theatre of the highest artistic and professional standards in stagecraft and business management.

#### **2. Intimacy**

Coming together to share a common experience sets theatre apart from film and television. We believe this communal experience is enhanced in an intimate setting that puts artist and audience in close proximity.

#### **3. Innovation**

Theatre is among the oldest of the performing arts, yet it remains a vibrant and growing discipline. We will remain on the leading edge of advances in writing, performing, stagecraft, and theatre education.

#### **4. Community Engagement**

We value theatre that entertains, provokes thoughtful reflection, and encourages community dialogue. We seek to provide opportunities for people to connect, collaborate, learn, and grow in an enriched urban environment.

#### **5. Integrity**

We believe that our commitment to all stakeholders should be evident in our artistic, social, ethical, and financial integrity.

The Marketing and Communications Manager reports to the Producing Artistic Director and works closely with the Associate Producer, Box Office Manager, artists, student interns, volunteers, and the marketing committee of the Board of Directors.

### **Qualifications & Skills Required:**

As a key member of OCT's leadership team, the Marketing & Communications Manager is responsible for planning, supervising, administering, and evaluating programs that meet or exceed attendance and ticket revenue goals for OCT performance and education programs, as well as maximize the visibility of the organization within the community and beyond, consistent with OCT's long-range objectives.

The Marketing & Communications Manager will plan and manage all marketing activities and outbound communications, including but not limited to: public relations (proactive coordination with all press outlets); printed collateral (playbills, brochures, posters, postcards, event invitations, and annual report); advertising (print, electronic, and media); season subscription and renewal campaigns (direct mail, telemarketing); all ticket sales (including coordination with box office management); digital media (website, and social media content development and distribution); audience research; new subscriber activities.

This position requires familiarity with current research and resources in marketing and advertising, excellent interpersonal skills, a keen eye for detail, a flair for the written word, and an ability to lead the organization in meeting its budgetary earned revenue goals.

### **Candidate Profile**

The successful candidate will have a minimum of two years of relevant work experience and a bachelor's degree. Additionally, non-profit arts administration work experience, knowledge of contemporary theatre, and a record of success in facilitating multiple ticketing campaigns that achieve results are also significant pluses. S/he will have a strong desire to connect the work of the theatre with individuals and groups that wish to support it. S/he will have a deep commitment to community engagement as central to the purpose and mission of the arts in general and OCT specifically.

The successful candidate will have superb interpersonal and communication skills and is equally comfortable dealing with Board members, theatregoers, students, and sponsors, as well as theatre artists, staff, and vendors. The successful candidate will be a person of integrity with a reputation for fairness, honesty, and high ethical standards. S/he will work well under pressure and will be able to manage competing priorities and deadlines effectively. S/he will be a self-starter with high energy, maturity, and self-confidence.

The ideal candidate will bring experience working in a professional business environment (whether for- or non-profit) and have leadership abilities, excellent organizational skills, and a record of success in marketing and audience engagement initiatives. S/he will have a strong background in writing, digital media, data analysis and database management, advertising sales, and event coordination. S/he will have thorough knowledge and proficiency with the Microsoft Office Suite and familiarity with and comfort using the Adobe Creative Suite at a beginner level or beyond.

### **Compensation and Benefits**

This position is offered at 40 hours per week (evening and weekend work required during the performance season). Compensation is competitive and commensurate with experience and qualifications. Benefits offered include paid vacation and sick leave, healthcare coverage, and theatre ticket privileges.

### **Applications**

Please send a letter of application that describes both interest in the Oregon Contemporary Theatre and qualifications for the position **by Friday, April 7, 2019**. Include a résumé and contact information for at least three references. All applications will be confidential and references will not be contacted without the candidate's consent.

Please email materials to [craig@octheatre.org](mailto:craig@octheatre.org).