



# omahacommunityplayhouse

## **Director of Marketing and Public Relations**

Job Title: Director of Marketing and Public Relations

Department: Marketing/Public Relations

Reports To: Executive Director  
Exempt salaried Position

### Scope of Responsibilities:

Under the general supervision of the Executive Director, the Director of Marketing and Public Relations is responsible for directing all phases of public relations, marketing and external communications for the Omaha Community Playhouse (OCP).

### Performance Responsibilities:

#### Public Relations and Communications Responsibilities

- Create and implement policies and strategies for all areas of public relations and media relations for OCP.
- Serve as media spokesperson along with Executive Director. Manage relations with news media through press releases, audition notices, press conferences, briefings, interviews, media appearances, correspondence and alerts.
- Lead all emergency communications in the event of a crisis in partnership with the Executive Director.
- Create written messaging that is clear, concise, inspiring and reflective of OCP's values and viewpoints.
- Guide and train staff for media appearances and presentations.
- Represent OCP at conferences and speaking engagements and coordinate speaking engagements for the Executive Director and Artistic Director.
- Pitch and coordinate pre-show publicity and reviews to promote shows.
- Conduct building tours to the public to generate excitement of the organization.
- Give occasional curtain speeches at show time.

#### Marketing Responsibilities

- Develop and manage a budget for the Public Relations/Marketing Department accurately and efficiently.
- Create and implement annual and long-range marketing plans that include goals, objectives, implementation steps and evaluations in conjunction with department staff that is driven by OCP's strategic plan.
- Direct the evaluation of the effectiveness of marketing strategies. Conduct constituent research.

- Oversee the preparation of campaigns, marketing materials and advertising for individual shows, special events, and entire seasons, including photo shoots, commercial and video production, show programs, season brochures and other promotional publications with the Art Director.
- Edit brochures, publications, correspondence and other materials for accuracy, clarity and compliance with department standards, policies and style guide.
- Generate copy and content to provide to the Art Director for emails, print publications and other marketing collateral.
- Act as a project manager for the department to ensure timelines are being communicated and deadlines are being met by keeping an accurate calendar and conducting departmental traffic meetings.
- Spearhead marketing collaborations with other arts and community partners.
- Develop experiential marketing to surprise and delight patrons and enhance overall experiences including special events and promotions.
- Act as a collaborative thought partner for OCP's Executive Director and Artistic Director and conduct oneself as an organizational leader among the staff, board and community.
- Define strategies and support implementation and creation of engaging content and strategies for social media platforms. Execute an efficient response time regarding followers and foster conversational on-line patron relationships (Facebook, Twitter, Instagram and other social media platforms).
- Gather, analyze and report data from multiple sources to recommend strategies for immediate sales and long-term retention of patron loyalty.
  - *Sources including but not limited to Tessitura CMS, Google analytics, Social Media statistics, WordFly data, external research, sales reports, patron experience surveys and other CRM platforms.*
- Provide insight into patron behavior and develop patron engagement strategies that increase revenue and build/reward patron loyalty.
- Work in Tessitura database to pull constituent lists for mailings, emails, surveys and offers.
- Lead OCP web team. Act as liaison between staff and website company. In conjunction with Art Director and web team, keep OCP website updated.
- Buy all media for OCP advertising including newsprint, radio, TV, web, billboards.
- Act as caretaker of OCP's brand. Ensure that OCP staff, board and volunteers are OCP brand ambassadors.
- Coordinate archival photography and promotional videos for each production for use in promotion of OCP.
- Work with the Box Office to meet revenue goals in subscriptions, single tickets and group tickets.

- Drive season subscription acquisitions and renewals by targeting messaging and upgrades to segmented audiences.
- Lead the email marketing strategy in partnership with the Marketing Coordinator.
- Coordinate with the contracted vendor in the printing of the Prompter and selling ads in the Prompter.
- Other duties as assigned.

#### Additional Responsibilities

- Supervise Art Director and Marketing Coordinator.
- Attend Department Head, Staff and Board of Trustees meetings.
- Manage the digitization, maintenance and accessibility of OCP's archives.
- Take lead on events such as season announcement, awards night.

#### Minimum Qualifications:

- A minimum of three years experience in marketing and public relations preferably in a not-for-profit organization.
- A bachelor's degree in Marketing, Public Relations, Advertising, Arts Management, Communication or a related field.
- Excellent supervisory practices.
- Proficient skills in Microsoft Word, Excel, PowerPoint, email, CMS, internet use, and social media sites including Twitter, Facebook, YouTube, Instagram and Blogger
- Experience in buying media.
- Exceptional skills in written and oral communication, editing, time management, detail orientation, problem solving and organization.
- A proven, reliable and professional work attitude.
- Self-motivated, proactive and able to look at the big picture.
- Ability to work flexible schedule, including some nights and weekends.
- Ability to work independently and part of a team.
- Contribute to an inclusive environment and culture where everyone feels a sense of belonging.
- Share the values of the Omaha Community Playhouse, which include inclusivity, artistic and educational impact, excellence, stewardship and community.

#### Desirable Qualifications:

- Experience with Tessitura, Wordfly, Survey Monkey, Google Adwords, Search Engine Optimization, database management, audience development
- Interest or experience in theatre is a plus

Salary Range:

\$58,656 to \$70,000