

TOPEKA CIVIC THEATRE & ACADEMY
JOB DESCRIPTION

2022/2023

POSITION TITLE:	Marketing Director
REPORTS TO:	President/CEO
PURPOSE OF POSITION:	This position oversees the daily marketing of all programming, productions, classes and services of Topeka Civic Theatre & Helen Hocker Theater
STATUS:	Exempt / Full-Time

Essential Functions:

- Design, implement, and facilitate **comprehensive marketing strategies** for TCT & HHT.
- Develop and **administer marketing budget** in cooperation with President/CEO. Any cost over-run must be approved in advance.
- **Develop promotional materials** and applicable graphics, including the season brochure, Insider, annual report all brochures and all other printed material.
- **Maintain webpage and social media** promoting shows, auditions, and other important announcements from the theatre.
- Maintain professional **relationships with media** and marketing representatives.
- Support **Marketing Committee** as lead staff and work other committees assigned by the CEO.
- Creates and places television, radio and print advertising that promote each production, audition, class and special event.
- Prepares and distributes press releases and promotional materials to the media. Maintains media sponsorships and trade relationships.
- Provide a concise publication calendar with staff input, meeting deadlines and high professional standards.
- Assist Administrative Director with the development of playbills and playbill ads for all adult productions.
- Coordinate the season teaser event including all printed and promotional materials and working with the Club Manager and Artistic Director to plan the event.
- Maintain/update the TCT website regularly to insure accurate and timely information is being presented. Provides reporting upon request related to website and other social media platform usage.
- Serve as spokesperson for TCT on all topics of its history and operation when President/CEO or Artistic Director is unavailable.
- Any other duties as assigned by the TCT President/CEO.

Qualification

- Bachelor's degree in marketing, communications, or a related field preferred; five years proven marketing or advertising experience; must have a proven track record as a strong effective communicator; excellent writing and proofing skills; expert in social media strategy with a demonstrated past performance; familiarity and skill with the tools of the trade in marketing including PR, written communication, material design, website development and market research

Interpersonal Skills

Work frequently involves contacts requiring considerable discussion of problems, material presentations, or resolving issues impacting productions, personnel, performers and volunteers. The ability to motivate or influence others is a material part of the job, requiring a significant level of diplomacy and trust. Obtaining cooperation (internally and/or externally) is an important part of the job and a high level of interpersonal skills are critical to the success of this position.

ADA Requirements

Physical Requirements

- Much work is done in a sedentary environment – attending meetings, consulting with others, etc.
- Must be able to stoop, bend, walk, climb a ladder, and routinely lift up to 40 lbs.
- Must be capable of climbing/descending stairs.
- Must be able to operate routine office equipment including telephone, copier, word processor, and calculator.
- Must be able to routinely perform work on computer and or telephone for an average of 6-8 hours per day, when necessary.
- Must be able to work extended hours whenever required or requested by management.
Note: overtime must be preapproved.
- Must be capable of travel by automobile, as driver or passenger.
- Must be capable of regular, reliable and timely attendance.

Working Conditions

Must be able to routinely perform work indoors in a climate-controlled environment and must be able to perform in an outdoor environment for special events and fundraising efforts.

Mental and/or Emotional Requirements

- Must be able to perform job functions independently and work effectively either on own and as part of a team.
- Must be able to plan and direct the work activities of self and others.
- Must be able to read and carryout various written instructions and follow oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence.
- Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public.
- Must be able to perform responsibilities with composure under the stress of competing deadlines/requirements which require high quality productions in a fast paced environment.
- Must be able to effectively handle multiple, simultaneous, and changing priorities.
- Must be capable of exercising highest level of discretion on both internal and external confidential matters.

Acknowledgement

I acknowledge that Topeka Civic Theatre & Academy will conduct a periodic background check on all active employees and I consent to, and authorize, TCT to do so as frequently as yearly while I am employed with the organization.

Nothing in this position description restricts management’s right to assign or reassign duties and/or responsibilities to this job at any time.

This job description is not a contract and should not be construed as a guarantee of employment for any specific period of time.

Topeka Civic Theatre & Academy is an Equal Opportunity Employer of women, minorities, protected veterans and individuals with disabilities.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

I have received a copy of the personnel policy manual and know questions should be directed to the CEO.

TCT considers itself the primary employer for all full-time staff. TCT employees may not assume outside employment or any volunteer activity that would hinder or otherwise prevent them from working their hours or successfully completing their duties in a timely manner. Outside employment must be approved by CEO and volunteer activities approved by their supervisor

All volunteer activities an employee engages in at TCT or HHT must be accurately documented on TCT’s volunteer tracing form.

Employee signature

Date

President/CEO signature

Date