

Jubilee Theatre – Position Description – Marketing and Operations Director

Title: Marketing and Operations Director

Reports to: Board of Directors

Hours: Full-time (40 hours); some nights and weekends

Jubilee Theatre is a nonprofit organization whose mission is to create and present theatrical works which reflect the African American experience. The company has been in existence for over 38 years and operates out of a 143-seat theatre in the heart of downtown Fort Worth (506 Main Street).

Job Summary: The Marketing and Operations Director is responsible for planning and implementing all marketing and media aspects for Jubilee Theatre, while managing the daily operations of Box Office Staff and Patron Services.

Duties and Responsibilities

Marketing

- Develop annual season brochure for subscription ticket renewal and new acquisition sales campaign
- Develop strategies for advertising / promotions of individual shows and the sale of individual tickets
- Write and distribute all press releases for productions and projects
- Manage and promote a Public Relations campaign with press and critics, pitching stories for advance feature articles and interviews with guest artists, directors and playwrights. Pursue reviewing Press for each production and confirm Press Comps for each critic. Maintain an updated Media List for Jubilee Theatre
- Develop concepts and schedule all print / electronic advertising and promotions efforts
- Develop all postcards/flyers/posters/etc. Obtain print quotes and work with all print vendors. Make certain all promotional materials are printed and distributed in a timely matter
- Coordinate with the Stage Manager for artist /tech crew information for playbill magazine. Compose / edit / proof all playbill copy, photography and artwork directly with playbill publisher for each production. Adhere to Rights and Royalty License agreements for proper playbill billing and placement
- Manage the scheduling of photographers and videographers for publicity photo shoots, archival video recordings, video promotional spots and audience survey videos. Maintain archives of photography and video
- Oversee the management of the organization's website ensuring that information remains updated, current and correct.
- Develop and manage all patron mailings, including season brochures, subscription tickets packets, show flyers etc.
- Ability to stay current in social media trends
- Develop engaging content clickbait, video and graphics

- Monitor and analyze social media traffic results
- Manage the marketing and communications aspects of special fundraising events for Jubilee communications strategies which reach current and potential Jubilee funders and/or patrons
- Help plan and develop special events, i.e. opening night receptions, community outreach as needed
- Serve as primary liaison to the Marketing Committee of the Board of Trustees
- Develop and document Standard Operating Procedures (SOPs) for each function

Operations and Administrative

- Handle and/or oversee all administrative tasks related to Marketing/PR, Box Office Management and Patron Services
- Monitor online ticket sales reports from the Box Office; forward daily deposit worksheet to Managing Director
- Maintain overall ticket and concessions inventory
- Serve as support when needed for front of the house activities
- Supervise Box Office Coordinator and Box Office Assistants
- Develop and document Standard Operating Procedures (SOPs) for each function

Qualifications

- Four-year degree in marketing, advertising, arts management, or related field preferred or minimum of three years of significant experience but position will be open to individuals who have completed at least 84 hours of college credit.
- Superior writing, organization, and communication skills.
- Strong computer skills required in MS Word and Excel, Adobe Photoshop and In-Design and knowledge of HTML and back-end utilities; experience with Access and QuickBooks a plus
- Flexible, interpersonal skills, initiative, a strong work ethic, and the ability to work alone and within a group.
- Experience working in an arts organization, especially performing arts, a plus
- Knowledge of African-American dramatic literature and art is a plus, but not required.
- Six months of social media marketing experience preferred.

Application Process

Please submit cover letter and resume to jobs@jubileetheatre.org by Friday, May 17, 2019