



## Music Theatre Wichita Marketing & Communications Manager

### Job Summary

The Marketing & Communications Manager serves as a key strategic communications professional for MTWichita, responsible for both developing and executing marketing strategy. The Marketing & Communications Manager implements initiatives to grow the MTWichita brand and audience, and ensures development of high-quality content for a range of communications, including patron communications, advertising, and press. The successful candidate will have a strong interest in musical theatre.

<b>Department</b>	Marketing
<b>Reports to</b>	Managing Director
<b>FLSA</b>	Exempt
<b>Salary Range</b>	\$45,000-55,000 annually, dependent on experience. Benefits package includes health insurance, vacation and sick leave, a 401k match, and more.

### Essential Duties and Responsibilities

#### Marketing Campaign Strategy & Implementation

- Lead process of developing sales, service, and loyalty communications to patrons, using best practices and working with patron services manager and graphic designer.
- Plan and execute campaigns for subscription and single ticket sales, with strong input from Managing Director, Patron Services Manager, and TRG Arts Consultant.
- Collaborate with staff on promotion materials to move first-time ticket buyers through the pipeline to season ticket holders/advocates.
- Provide meaningful analysis from ticket buyer habit data to inform and drive directional decision-making.
- Plan and support advertising campaigns for rentals program and education programming.
- Create emails for various marketing campaigns, incorporating visuals and messages, segmenting based on a variety of patron behaviors and affinities.
- Work with media buyer to determine budget, priorities, and placement of traditional advertising (including print, television, radio, etc.).

## Content Strategy and Production

- Provide strategic direction and oversight of digital and physical consumer-facing content including: Playbills, website, branded and editorial videos, and any other major print and digital media projects. Manage and elevate the brand of MTWichita through outward-facing communications.
- Organize and manage playbill process by engaging with graphic designer and other relevant staff to gather information and create content, ensuring accuracy and planning for on-time delivery to printer.
- Serve as the liaison to communicate with ad buyers to promote and sell playbill ads.
- Collaborate with content producers to develop on-brand materials focused on marketing objectives and other institutional priorities.
- Oversee video and audio shoots and production, as it pertains to content development and public relations, with internal and external partners/vendors

## Media Relations

- Generate content for media press communications; serve as first contact for members of the media.
- Manage on-site press visits and schedule off-site press interviews.
- Work with Stage Management to ensure Actors' Equity Association and/or other union rules are met with regard to notices, photo calls and photo usage, and filming.
- Schedule PR-related photography with MTWichita photographer.
- Develop and implement short and long-range plans for comprehensive and effective publicity and media communications to align with institutional goals.
- Proactively expand contact base and cultivate relationships with key local, regional, and national theatre writers, bloggers, influencers, etc. to heighten brand recognition. Actively pitch stories based on strategic season plan and fulfill incoming media requests as needed.

## Digital / Social Media

- Develop digital marketing strategy and budget appropriate to MTWichita sales goals. Experiment strategically to determine best use of marketing dollars in the digital landscape. Identify and manage any necessary digital marketing partners.
- Manage all social media channels to coincide with digital strategy, by: creating a strategic editorial calendar, generating content, scheduling posts, and responding to patrons in a timely manner.
- Ensure that all copy created reflects brand strategy, provides institutional knowledge, and resonates with the intended target audience.
- Leverage and repurpose content and existing high-performance assets to increase reach and visibility to targeted audiences across multi-channel communications.

## Website

- Make website updates upon request of other staff members.

- Work with the Office Manager to create a calendar and establish a process to capture regular updates.
- Make website updates and/or facilitate web updates for Music Theatre Wichita Rentals site.
- Take ownership of the tone, content, and brand messaging on the website.

### Minimum Qualifications

The job requires prior marketing experience (preferred experience with arts and culture institution or creative agency). Required experience creating emails using a program like MailChimp or Constant Contact (MTWichita will use dotdigital). Familiarity with CRM systems preferred such as Blackbaud or Tessitura (MTWichita will use Spektrix).

### Knowledge, Skills, and Abilities Required for Successful Job Performance

- Strong copywriting skills.
- Experienced data-oriented marketer, with enthusiasm for direct mail and digital advertising.
- Passion for detail and consistency in written communications.
- Ability to do some basic graphic design, at minimum through a program like Canva. Adobe Photoshop or Creative Suite, and/or video editing skills a plus.

**MTWichita believes a diverse and inclusive team is critical to our ongoing relevance and growth, beginning with the selection process. Therefore, the team is working to ensure diverse candidate pools, and encourages candidates from diverse backgrounds to apply.** MTWichita is an equal opportunity employer and considers qualified applicants for employment without regard to race, color, creed, religion, national origin, sex, sexual orientation, gender identity and expression, marital or civil partnership status, pregnancy, age, disability, veteran status or any other protected factor under federal, state or local law.