

# WESTCOAST BLACK THEATRE TROUPE

## JOB DESCRIPTION MARKETING AND COMMUNICATIONS DIRECTOR

### **About Westcoast Black Theatre Troupe**

The Westcoast Black Theatre Troupe of Florida, Inc. (WBTT) was founded in December 1999 as a not-for-profit organization by actor, singer, director, and playwright Nate Jacobs. Our mission is to produce professional theatre that promotes and celebrates African American history and experience, engages a broad base of patrons and audiences, supports the development of a dynamic group of aspiring artists and builds self-esteem in youth of color. The company has grown from a grassroots organization to a successful not-for-profit, professional theatre with year-round activities.

WBTT presents five or more mainstage performances a year, with many appearances at community events. In addition, WBTT offers a free community forum series, a summer camp for underserved youth, an in-school education program, community forums known as WBTT Voices—often exploring issues related to the season shows, and a unique Young Artist showcase. WBTT enjoys widespread support for our programs from diverse audiences throughout Florida's west coast and beyond.

Following a successful capital campaign, WBTT completed the renovation of the two buildings on its campus at 1012 N. Orange Avenue in 2020. Our theatre arts center in the cultural center of Sarasota consists of a renovated 205-seat theatre and spacious lobby, administrative offices, education classrooms, and facilities for community outreach programs, including a popular rooftop terrace.

### **About the Position**

WBTT is a midsize regional theatre company on the cusp of tremendous growth. Our Marketing and Communications Director is responsible for developing and implementing strategic marketing plans that will enhance our reach while maintaining our stellar reputation. Our administrative staff is a cohesive unit with a culture of inclusiveness and cooperation. The Marketing and Communications Director works closely with and reports directly to the Executive Director and the Artistic Director to ensure the continuation of the artistic product, financial stability and core values of the organization.

## **PRIMARY RESPONSIBILITIES**

### **Planning, Budgeting and Contracting**

- Develop and manage a marketing/communications plan and implement the strategies to achieve the goals stated
- Develop a marketing budget and manage marketing expenditures
- Work with our PR/media relations consultant to nurture media relationships and maximize exposure
- Work with our advertising consultant to create an advertising placement plan built around the schedule of shows and events
- Work with our advertising consultant to negotiate media contracts and schedule ads to achieve effective placement of print, TV, electronic and online advertising

## **Brand Management**

- Establish messaging and positioning of all marketing and public relations materials for print, video, and electronic media
- Create marketing promotions and materials to support subscription and single-ticket sales, community outreach programs, education programs and special events
- Coordinate, write, edit, evaluate and oversee production of all marketing materials executed in print communications, publications, electronic media, media relations, public events and our physical spaces. Projects include the seasonal program, playbills about each show and an annual impact report.
- Collaborate with the graphic designer to establish brand elements on all marketing materials, such as ads, brochures, flyers, posters, banners, and signage
- In collaboration with PR/media relations consultant, manage PR opportunities.
- Working with consulting webmasters, continually update WBTT's website and maintain a social media presence to ensure all online activities are fully integrated
- Help plan, implement and manage ongoing communications to reach current and potential patrons through direct mail, e-blasts, letters and social media posts
- Collaborate with the Development Department to ensure sponsors and foundations receive appropriate recognition
- Assist with communications, marketing and events associated with fundraising efforts
- Plan, oversee and create lobby displays and slide shows about current and upcoming productions
- Support Young Artists program by consulting with performers on their marketing materials and media outreach
- Advise management on developing, updating and implementing a crisis communications plan

## **Public Relations**

- Work with our PR/media relations consultant to ensure that stories are pitched to media; review and help coordinate press releases and media contacts to generate frequent publicity
- Work with our PR/media relations consultant to manage requests for interviews, appearances, photos, video clips, etc. for ongoing media exposure
- Expand efforts to increase our national profile
- Coordinate photo and video shoots for marketing purposes and news media
- Maintain an archive of press coverage, including preview articles, reviews and feature stories appearing across all platforms
- Collaborate with our Development Department and Box Office to ensure positive customer relations
- Assist in the planning and execution of community engagement, fundraising, outreach and audience development events and coordinate with PR/media relations consultant for publicity before, during and after events

## **Community Relations**

- Represent WBTT as an advocate and spokesperson at events that are relevant to marketing and audience development
- Build and sustain strategic marketing partnerships and cross-promotions with community organizations and for-profit businesses as appropriate

## **QUALIFICATIONS**

### **Education**

- BA in marketing, communications, or comparable degree
- Master's degree a plus

## **Marketing Experience**

- At least 5 years of marketing management and PR experience, preferably with the performing arts or a related field
- Proven record of success in creating and managing strategic marketing campaigns
- Knowledge of best practices in marketing as well as cutting-edge marketing methods

## **Skills Required**

- Outstanding ability to multi-task projects concurrently and to think strategically and creatively
- Requires excellent organizational and time management skills and careful attention to detail
- Outstanding verbal, writing, editing and computer skills
- Fluency in the language of the performing arts
- Strong diplomacy and interpersonal skills
- Proven experience in media communication, planning and buying, email initiatives, digital marketing and subscription campaigns
- Ability to work collaboratively with others and pitch in when necessary
- Ability to adapt to changing situations and solve problems creatively
- Familiarity with Microsoft Office programs and Adobe Creative Suite programs, especially Adobe Acrobat Pro DC. Working knowledge of Adobe Photoshop or Photoshop Express is a plus, as is knowledge of the Canva graphic design program, Simple Booklet, Vimeo, YouTube and other tools. Our graphic designer/consultant creates our ads and most graphics after consulting with the Marketing and Communications Director, but the ability to create some graphics in-house is beneficial.

## **Physical Requirements**

- Must be able to work in an open office environment and interact with the public
- Requires the ability to sit and be stationary for prolonged periods of time, normal or corrected vision and manual dexterity sufficient to perform work on a personal computer and other office equipment such as a copy machine and computer printer
- The ability to lift and carry 25 pounds

## **COVID-19 Safety**

- Full vaccination for COVID-19 is expected of all employees. Compliance with workplace safety requirements as to masking and testing is required.

## **Salary and Benefits**

- \$55,000-\$70,000 range (negotiable based on experience). Benefits include 3 weeks paid time off and individual healthcare, WBTT pays 90% of the premium.

## **To Apply**

- Send resume and work samples to Executive Director Julie Leach, [jleach@westcoastblacktheatre.org](mailto:jleach@westcoastblacktheatre.org)

## **Non-Discrimination Policy**

Westcoast Black Theatre Troupe is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.