

## **DIRECTOR OF MARKETING AND COMMUNICATIONS**

Individual will report to Atlas Performing Arts Center's Executive Director

### **Status:**

Full-time (exempt)

### **Job Summary:**

Lead the creative and strategic initiatives in the marketing and promotion of the Atlas and its diverse programs in conjunction with Executive Director and executive leadership team to support organizational goals.

### **Supervisory:**

Marketing Manager

### **Essential Duties:**

Direct all communication efforts, including marketing and promotion, media relations, public information, advertising and audience development for all the Atlas' programs to position the organization for success.

Develop, implement and measure the success of communications and marketing plan, focusing on both short-term and long-term organizational and financial goals.

Cultivate strong relationships with other executive team leaders in the development and implementation of strategic objectives as identified by the Executive Director.

Develop and track annual departmental budget in line with goals in conjunction with Executive Director and Director of Finance and Administration.

Build public interest, as well as strengthen and promote the brand locally, regionally, and internationally.

Develop initiatives to maximize revenues through paid admissions, ticket sales, media outlets and other sources to sustain and expand the Atlas' various audiences.

Lead initiatives to develop and implement robust social media, print, targeted, bulk and email campaigns.

Articulate, develop and expand the Atlas brand consistently through all website, print and graphic representations.

Oversee the design and maintenance of content on website.

Develop and maintain relationships with graphic design and print vendors within budgetary guidelines.

Provide leadership with all renters, visiting artists and resident arts partners to coordinate graphics, print design and messaging to develop a unified voice and consistent brand image for all performances and activities at the Atlas Performing Arts Center.

Develop and maintain all media relations and act as the main point of contact with all media outlets.

Oversee Playbill advertising.

Develop, coordinate, distribute and measure response to media/promotional materials including, but not limited to: display advertising, collateral materials, direct mail campaigns, and external newsletters.

Work with development department to provide guidance and support to ensure consistent messaging with donors and board of directors.

Work with staff and Board to provide guidance and support to ensure consistent messaging with stakeholders.

**Work Environment:**

Ability to lead, supervise and manage a creative and dynamic team. Ability to work in a fast-paced, dynamic environment. May require some evening and weekends as dictated by program and performance activities. Must be able to lift up to 25 lbs and climb a ladder.

**Qualifications:**

Candidate will have a minimum of 5 years experience in arts management, communications, marketing and/or public relations, with direct experience in a nonprofit organization and/or performing arts environment preferred. B.A or B.S. in related in field is required; M.A or M.S. is preferred. Candidate will have demonstrated excellence in organizational and communication skills, planning, budgeting, ability to take initiative, manage multiple, large-scale projects simultaneously, supreme attention to detail, ability to work under tight deadline and tight time frames, and work both independently and as a member of a team. Excellent oral and written communication skills are a must. Candidate must have an outgoing personality, have a creative and entrepreneurial spirit, and be comfortable in a crowd as well as one-on-one. Experience with Patron Manager or knowledge of Salesforce desired. Candidate must be able to work a flexible schedule on occasion as business needs dictate for performances and marketing and PR events.

**Benefits:**

Health insurance, dental insurance, paid vacation, retirement, holiday, personal days and sick leave.

**Salary:**

Competitive, depends on experience.

**To apply:**

The Atlas Performing Arts Center is an equal opportunity employer. We welcome applications from all qualified candidates. Interested candidates should submit a cover letter, resume, three professional references, salary history and requirements and three writing samples to:

[humanresources@atlasarts.org](mailto:humanresources@atlasarts.org).