

**Live Theatre Workshop** is searching for a **Marketing and Communications Manager** to 1) increase ticket sales, season subscriptions, and youth registrations for classes and camps; 2) communicate regularly with the LTW “family,” which includes subscribers, ticket buyers, donors, theatre artists, students and parents 3) provide communications support for fund development efforts, and 4) build brand awareness of the mission and programs of Live Theatre Workshop. This professional also will help increase opportunities for theatre artists and tech professionals, and help LTW reach new audiences, especially those from marginalized communities.

### **Responsibilities**

- Develop and execute annual Marketing, P.R. and Communications Plan for all performing programs and education programs.
- Develop and manage complex editorial calendar and ensure deadlines are met. Editorial calendar includes dates for shows from all performing programs, classes and camps for youth. Also includes advertising deadlines.
- Written and visual content development and management across all platforms: website, branded email, social media, google my business, external news media, and advertising partnerships.
- Manage all media relations, including news releases, distribution, follow up and response, and community calendars.
- Manage and grow email lists.
- Refresh brand guide and regularly engage staff around brand standards.
- Coordinate graphic design.
- Work with digital ads specialist on Google Adwords Grant and other digital advertising projects.
- Develop metrics and regular reporting plan to stay on top of return on marketing investments.

### **Qualifications**

- Bachelor's degree from a four-year college or university and/or at least three years of related experience in marketing, public relations, and communications.
- Ability to plan, set high level goals and measurable strategies, develop and implement tactics, and measure return on investment.
- Strong oral, written, visual and interpersonal communication skills.
- Highly organized and detail-oriented.
- Excellent writing, editing, and proofreading skills.
- Ability to manage multiple projects independently and within a team.

### **Preferred Qualifications**

- Familiarity with website content management and effective social media strategies.
- Proficiency with marketing and social media software and platforms such as Hootsuite, Twitter, Facebook, Instagram, LinkedIn, Constant Contact, graphic design tools.
- Experience working in an artistic capacity in a theatre company.
- Proficiency with the Adobe Creative Suite.
- Photography and videography skills.

### **Preferred Personal Qualities**

- Strong adaptability to changing directions.
- Ability to work positively and effectively as a part of a group.
- Self-motivated and able to work independently.

- Strong enjoyment of a fast-paced and continually evolving environment.
- Willingness to support other team members to achieve organizational goals.
- Ability to give and receive direct feedback.
- Ability and willingness to continuously and critically examine one's relationship to power, privilege, oppression, history, and healing.

### Additional Requirements

- Must be willing to work some weekend and evening hours.

### How to Apply

Send the following to Michael Martinez at [michael.m@livetheatreworkshop.org](mailto:michael.m@livetheatreworkshop.org)

Application deadline 1 July 2021

- Resume
- Cover Letter
- 2-3 professional references
- 1-2 marketing examples (e.g. communication plan, marketing/social media campaign, copywriting examples, etc.)

### Compensation

This is a part-time (20hr per week) Position. Pay range is \$17 - \$20/hr with PTO, health benefits, Flexible hours.



# Live Theatre Workshop

Entertain. Educate. Enlighten.

## Vision

At Live Theatre Workshop, we envision a community where theatre is a valued and popular form of entertainment, education, and enlightenment for a diverse community of children and adults.

As a result of our work, we envision Tucson as a community where:

- Young people have access to exceptional theatre and theatre education.
- Live Theatre Workshop is consistently Tucson's top choice for theatre and theatre education.
- Tucsonans share a lifelong passion for theatre, which they generously support with their philanthropic dollars.
- Live Theatre Workshop serves as a national example of how theatre can improve the quality of life in a community, and becomes a leader in showcasing Tucson as destination for high-quality, professional theatre.

## Mission

The mission of Live Theatre Workshop is to produce theatre and theatre education in Tucson that entertains, educates, and enlightens children, adults, and families.

## Values

At Live Theatre Workshop, we believe theatre brings people together in a welcoming, diverse, and creative community. We believe theatre has the power to improve the quality of life, and to transform children, adults, families, and communities.

Theatre reflects the community in which it is created, and provides a platform for diverse perspectives. It tells stories that humanize, challenge assumptions, push boundaries, and encourage people to think and grow.

Theatre is designed to be shared, and as such should be inclusive, accessible, and affordable. At the same time, theatres should be well-managed, fiscally solvent and sustainable. Donors make theatre possible; their gifts should be valued and stewarded with care.

We believe live theatre is a unique form of entertainment. It is active, unpredictable, holistic, and intimate. It is an exchange between and among the artists and the patrons.

We believe the arts are a vital component of a healthy society, and that artistic freedom must be cultivated, stewarded and cherished. As artists, we believe we are obligated to use our artistic freedom and talents to improve the quality of life in our community.

We believe it is critically important to pass on our passion for theatre to the next generation; therefore, education is crucial to our mission. Theatre provides young people a means of finding their voice and a safe home for self-expression.

We believe theatre is important for child development. Theatre improves academic performance and teaches important life skills including teamwork, creative problem solving, public speaking and respect for diversity.