

Fort Wayne Youtheatre: Director of Marketing/Office Administrator

DESCRIPTION

The Fort Wayne Youtheatre, a 501(c)3 organization, is passionately dedicated to presenting the highest quality theatrical performances to entertain and educate and engage youth and families of the region and enhance the educational and economic vitality of the greater Fort Wayne area. By offering a full season of plays, classes, summer camps and extensive theatre arts outreach, Youtheatre embraces the work of nurturing and mentoring the young artists of our community.

Fort Wayne Youtheatre is seeking a Director of Marketing/Office Administrator to lead marketing, sales, promotions, and audience engagement functions of a theatre that produces an active 12-month schedule which includes a four-show season, two ten week semesters of classes, camps and outreach programming. Reporting to the Executive Director, the position shall lead the day to day office management and programming marketing campaigns.

About the role: Director of Marketing/Office Administrator will oversee the marketing and advertising activities of the theatre including annual marketing plan. The Director of Marketing/Office Administrator will work with the Executive Artistic Director and Associate Director on all promotion and engagement strategies and graphic design of promotional material. This position will focus on developing new audiences while also deepening relationships and communication with current audiences. This position will also oversee the day to day office administration including overseeing the work part time Office Admin and production interns. Director of Marketing/Office Administrator shall have creative energy, an entrepreneurial spirit and be committed to sharing the story of The Fort Wayne Youtheatre with the community.

Duties of the role include:

- Media and marketing budget planning (print, online, radio, etc.).
- Development and coordination of promotional events.
- Community marketing efforts including outreach to new audiences, grassroots marketing, and collateral distribution.
- Social media management and strategy.
- Sales strategy including promotional offers, value-added experiences, and special events.
- Creation and execution of all eblasts, newsletters and mailings related to programming.
- Work on the creation of promotional materials including print advertising, direct mail pieces, e-blasts, and venue signage.
- Development and maintenance of relationships with outside media partners and sponsors
- Working with the box office manager on building of all events.
- Creation of season playbills and related ad sales.
- List management and development.
- Website maintenance and updates.
- Servicing press releases and coordination of press activities.
- Monitoring tickets sales, creating pricing strategy, and creating sales reports.
- Working with team to build public interest in all theatre programs, as well as strengthen and promote the brand locally, regionally, and nationally.

While this is intended to be an accurate description of the job, this is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the position, and may require that other or different tasks be performed as necessary and assigned.

Those interested in applying should have marketing experience, a bachelor's degree, experience with subscription campaigns, graphic design experience, superior written and verbal communication skills, and excellent organizational skills. Helpful qualities include proficiency with Microsoft Office, Adobe Photoshop and InDesign.

This is a full-time position. Regular office hours are M-F 9am–5pm. Some evening and weekend work required. Competitive starting salary and benefits package.

Fort Wayne Youtheatre is committed to fostering an inclusive environment both onstage and off. We are actively seeking talented applicants from all ethnicities, races, and backgrounds. LPT is an equal opportunity employer and encourages all to apply.

Applicants should send a cover letter with minimum salary requirement, resume, and references to todd@fortwayneyoutheatre.org.