

## **TOPEKA CIVIC THEATRE & ACADEMY JOB DESCRIPTION**

<b>POSITION TITLE:</b>	Marketing Director
<b>REPORTS TO:</b>	President & CEO - Topeka Civic Theatre & Academy
<b>PURPOSE OF POSITION:</b>	This position oversees the daily marketing of all programming, productions, classes and services of TCTA.
<b>SUPERVISES:</b>	Volunteer marketing assistants and marketing committees.

### **PRIMARY RESPONSIBILITIES**

- Creates and publishes all collateral including the TCTA Playbills, Encore!, the monthly newsletter, all brochures and any other printed material, serving as editor.
- Provides a concise publication calendar with staff input, meeting deadlines and high professional standards.
- Plans and implements a comprehensive marketing strategy for each season. Searches for new and innovative ways to promote the various programs offered at TCTA.
- Creates and places ads that promote each production, audition, class and special event. Assures timely placement of ads and media stories.
- Prepares and distributes press releases and promotional materials to the media. Builds relationships with media representatives to support public relations efforts for TCTA.
- Arranges and directs all media events including each shows precede article, photo shoots, special event promotion and all media relations.
- Maintains an open dialogue with President & CEO, Development Director, Artistic Director and other staff to ensure reliable information regarding all events.
- Assists the Volunteer Coordinator with recruitment and training of marketing volunteers.
- Serves as spokesperson for TCTA on all topics of its history and operation.
- Serves as a positive and visible member of the community through public speaking.
- Coordinates and oversees the creation of all Season, Sampler Series, Studio Series and Youth Theatre memberships and gift certificates.
- Maintains a database and builds relationships with media and marketing representatives.
- Works with Playbill Ad Sales Rep in placement of ads and securing/proofing ad copy.
- Creates and produces all television, radio and print advertising.
- Creates the signage for the lobby display case for current and coming productions.
- Works with Development Director to facilitate the needs of show co-producer needs and ensure that the proper credit is displayed in any printed materials.
- Continuously works to place TCTA as foremost in the arts in Topeka and northeast Kansas. Maintain TCTA's placement as a visible theatre in the community.
- Works with box office staff to develop group marketing strategies and oversees guest satisfaction..
- Develops and administers marketing budget with President & CEO. Cost over-runs must be approved in advance.
- Works closely with the Administrative Director to initiate and formalize Trade Agreements specifically those related to promotions and advertising.

### **SECONDARY RESPONSIBILITIES**

- Assists in any way possible with the Annual Volunteer Awards.
- Serves as TCTA representative and guest speaker for any school of civic function as requested by President & CEO.
- Serves on any TCTA committee as assigned by the President & CEO.
- Any other duties as assigned by the President & CEO.

### *Qualifications*

- Bachelor's degree in marketing, communications, or a related field preferred
- Three years proven marketing or advertising experience
- Outstanding interpersonal and communication skills
- Self starter. Must be able to set tasks, timelines and meet them. Must have strong written and oral skills plus a strong background in computer literacy and graphics, with a strong knowledge of market / media research.

The TCTA Marketing Director will work on a flextime capacity. This means that the Marketing Director is responsible for a minimum of 40 hours a week and the employee is responsible for the allocation of his/her time. An annual evaluation will be made of the employee's performance at the end of each season. The employee will receive a written evaluation of his/her work for the TCTA President & CEO.