



JOB DESCRIPTION

JOB TITLE: Sales & Marketing Director
REPORTS TO: Executive Producer
JOB TYPE: Exempt
PAY TYPE: Salaried

SUMMARY OF POSITION

This position is responsible for ensuring the public visibility and sales of the Theatre Arlington's products, services and events through all media available. This position is also responsible for the promotion, distribution and marketing of the theatre's brand throughout the community and beyond. Responsible for all corporate sponsorships.

DUTIES AND RESPONSIBILITIES

Critical features of this job are described under the headings below. They may be subject to change at any time due to reasonable accommodation or other reasons.

Sales:

- **Finding, establishing relationships with and securing all corporate sponsorships for each season.**
- Work with Front of House Staff in creatively marketing the company's product to groups.
- Oversee buy-out and catering events.
- Advertise, solicit, and manage all aspect of rental events.
- Assist the board in securing sponsorships for the Annual Gala/Fundraiser.

Marketing:

- Research, develop and implement a brand and communication strategy.
- Development of key messages for all audiences to communicate our core brand identity.
- Design and execute all communication activities and public relations (marketing materials, advertising, client communications, direct mail, marketing campaigns, press releases, social media, etc.).
- Read and be familiar with all plays, musicals and special events presented by the company.
- Oversee the writing of press releases, copy for marketing materials, annual reports, advertisements and other related material.
- Manage media relations, research editorial opportunities and build relationships with key industry media.
- Manage the marketing budget. Deliver all marketing activity within the agreed budget.
- Respond appropriately to patrons on social media.
- Bulk mail processing for organization.
- Contribute to the total effectiveness of the company, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.
- Design or work with designers on all marketing materials.
- All other duties as assigned.

Website and App:

- Oversee and maintain the theatre's website/app to ensure messaging is consistent with overall marketing and communication objectives.

REQUIRED QUALIFICATIONS

- Excellent communication skills.
- Excellent writing, organizational and computer skills.
- Process oriented and strong attention to detail.
- Excellent design skills.
- Proficient in Adobe Design Suite, Publisher.
- Excellent customer service skills.
- Interpersonal skills to deal effectively with all business contacts.
- Expertise in social Media.
- Professional appearance, demeanor, and dress.

Preferred Qualifications

- Degree in Marketing or Communications or related field
- 2-3 years' experience in marketing department