

Marketing & Communications Manager Position

Application Requirements:

- Current resume
- Minimum of three professional references
- Submission of writing examples. (Press release/marketing article. Examples available upon request)

Qualifications:

- Excellent oral and written communication skills
- Excellent judgment of news value
- Ability to integrate digital communications, media relations, reputation management, and marketing
- Ability to work independently and as part of a team
- Ability to work on multiple projects simultaneously
- Ability to manage and direct communications and marketing messaging across multiple platforms and channels
- Bachelor's degree required in Public Relations, Journalism, Communications or related field with a minimum of three (3) years of Marketing, Media, Public Relations experience
- Issue/crisis communications experience
- Working knowledge of web technologies: social media, news, and online dissemination of information
- Good understanding of the latest marketing trends and techniques
- Has a pulse on evolving Social Media platforms (Twitter, Facebook, LinkedIn, Instagram, Google)
- Knowledge of internal communications, social media communications
- Ability to work from home.
- Proficient in Word, Excel, Power Point, Outlook, WordPress

Responsibilities:

- Direct the efforts and initiatives of the internal and external communications functions for the theatre including social media, media relations, crisis/issue communications, internal communications tools and functions, playbills, brochures, other publications, ordering and delivery of printed marketing materials, assistance with website, interactive marketing, and other communications outlets or functions for overall theatre communications as needed
- Write and disburse articles and press releases for all upcoming events
- Create good working relationships with local, and Central Florida media
- Ensure the development of accurate and compelling media communications

and materials that enhance the reputation and image of the theatre

- Oversee the operations of external communications functions and tools including official social media outlets, websites, publications, digital signs, etc.
- Work with Athens Theatre Graphic Designer
- Work with Executive Director
- Assist and support marketing and communications for Athens Theatre Youth

Academy

- Attend relevant local networking and community outreach events
- Other duties on site and related to the responsibilities of this position

Supervisory Responsibilities:

- Oversee marketing assistants and graphic designer

Travel Requirement:

- Networking/community outreach events, attendance at meetings, attendance at select performances/rehearsals, delivery of marketing materials to theatre, etc.

Physical Demands:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.
- While performing the duties of this job, the employee is frequently required to sit, stand, talk, and communicate, use hands/finger, feel and reach with arms. This position requires the ability to lift, bend, or stoop as necessary, and carry up to 20 lbs.

Athens Theatre Statement:

- The Athens Theatre provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.