



## Next Act Theatre - Marketing Director

### Qualifications:

- Excellent verbal and written communication skills including copywriting, with an eye for detail
- Excellent proofreading skills
- Organizational skills: must have the ability to handle multiple and overlapping tasks
- Interpersonal skills: must enjoy meeting people and establishing professional relationships
- Computer skills essential: word processing, desktop publishing, and Adobe software
- Knowledge of WordPress and DotMailer preferred, but not required
- Four year college degree and experience in the field is preferred
- A belief in the value of the arts

**Primary function:** to publicize and promote Next Act programming. The main goal is to increase ticket sales; secondary goal is to establish “brand name” recognition and trust of Next Act in the community.

The Marketing Director will work collaboratively with staff under supervision of Producing Artistic Director. Using the Marketing Plan and Calendar as a guide, the Marketing Director will execute annual marketing, advertising and PR campaigns to meet sales goals and promote Next Act’s mission. Marketing Director will monitor progress of sales and PR plan, track and analyze sales data and assist in evaluating marketing strategies. The ideal candidate must take initiative to make the job their own and remain a strong team player. Starting salary: \$35,000 plus benefits – paid vacation, paid sick days and health insurance.

### Specific duties:

- **Traditional Marketing**
  - Coordinate and co-edit content, design, printing of company publications (i.e. newsletters, postcards, show programs, season brochure)
  - Design and print limited in-house graphics for all departments (i.e. lobby signage, event invitations)
  - Manage media buys, including the ad design
- **Digital Marketing**
  - Maintain website on WordPress platform
  - Produce video content for website and social media
  - Coordinate, design and schedule email campaigns for each department using DotMailer
  - Manage social media presence on Facebook and Instagram
- **Media Relations**
  - Cultivate, establish and maintain media relations (i.e. press releases, press kits)
  - Coordinate interviews between media and artists
  - Attend Opening Night performances to strengthen community and media ties
- **Analysis**
  - Complete daily sales reports
  - Track and analyze success of marketing efforts in context of sales results and feedback
  - Research demographics and monitor perception of company’s image
- **Season Tickets**
  - Create season ticket renewal invoices and coordinate the mailing
  - Process season ticket renewals, including the handling of seat request changes

December 2019



- Coordinate the mailing of physical season ticket packages
  - Implement various marketing strategies to attract new season ticket holders
  - **Additional Duties**
    - Be in attendance at selected performances as an official Next Act representative
    - Represent staff at monthly Board Meetings and appropriate committee meetings
    - Oversee Administrative Assistant in all marketing endeavors including group sales, community partners and social media
    - Communicate marketing initiatives and sales directives with Ticket Office Manager
    - Assist, as needed, in daily administrative functions
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**Starting date as early as January 13, 2020**

**Send Resume and Cover Letter to David Ceccarini c/o:**  
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