



# farmers alley theatre

Job Title: Marketing Director – Farmers Alley Theatre

Department: Marketing

Location: Kalamazoo, Michigan - Hybrid in-person and remote

Reports to: Executive Director

Employment Type: Full Time – Salaried

Supervisor Position: Yes

The Marketing Director is an at-will employee of Farmers Alley Theatre and is compensated with an annual salary.

## About Farmers Alley Theatre

Farmers Alley Theatre is a professional non-profit theatre located in Kalamazoo, Michigan. Founded in 2008, it has won many accolades celebrating both its artists and the work that is presented on stage. Featuring the best of local talent within the community, as well as Actors Equity Association member artists from Broadway, Chicago and beyond, Farmers Alley Theatre is known for its sold-out performances, eclectic and important play selection and work within the community to bring the diverse human condition to the stage. Our creative, motivated team is committed to artistic excellence and a positive working environment.

**Summary of the Position:** This position is responsible for the management of the theatre's marketing and leads the Marketing Committee. The Marketing Director will oversee the marketing and advertising activities of the theatre, including an annual marketing plan and budget and all promotion and engagement strategies. They will focus on developing new audiences while also deepening relationships and communication with current audiences. The Marketing Director shall have creative energy, an entrepreneurial spirit and be committed to sharing the story of Farmers Alley Theatre to a broad and growing constituency

## QUALIFICATIONS

- Minimum 3 years of leadership experience in the field of marketing, public relations, and communications
- Passion for the arts and familiarity with the local Kalamazoo community and its residents
- Commitment to the mission of Farmers Alley Theatre
- Skills supervising staff and successfully motivating and supporting other staff, Board members and volunteers
- Ability to develop and manage budgets and prepare financial reports
- Strategic thinker and persuasive communicator who understands the value of relationships

- Ability to communicate clearly and professionally in oral and written forms
- Highly organized, flexible, collaborative, and a fast learner
- Self-motivated, honest, thoughtful, and composed
- While exceptionally detail-oriented, can also focus on large concepts and strategic issues
- Able to navigate through diverse and sometimes competing priorities
- Collaborative and collegial in work relationships
- Ability to work irregular shifts and extended hours, including evenings and weekends.
- Proficiency in Canva, Microsoft Office and Google applications.

### **KEY RESPONSIBILITIES**

- Media and marketing budget planning (print, online, radio, etc.)
- Coordination of the season subscription campaign.
- 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.
- Working (if necessary) with outside graphic designer 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 programs 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.
- Other duties as assigned

### **Compensation**

Annual Salary \$48,000 – \$55,000 USD

### **Benefits**

Health Insurance (Medical, Dental, Vision)

Paid Time Off (PTO)

Flexible Spending plan (FSA)

**How to Apply**

Submit cover letter, résumé, work samples and three references in pdf format to Robert Weiner [rob@farmersalleytheatre.com](mailto:rob@farmersalleytheatre.com) by April 12, 2024. No phone calls please.

Farmers Alley Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.