

Marketing and Communications Manager Position Description

TITLE: Marketing and Communications Manager

REPORTS TO: Director of Marketing

DEPARTMENT: Marketing

FLSA: Full time exempt

DATE: 05/04/2022

POSITION DESCRIPTION:

The Marketing and Communications Manager is responsible for managing and implementing initiatives to cultivate audience development and engagement with the goal of increasing attendance and participation, deepening patron loyalty, and advancing Woolly Mammoth's brand.

This vital position demands creativity, facility with numbers, clear communication skills, first-rate collaboration practices, and an attention to detail. The Marketing and Communications Manager will work closely with Woolly's Director of Marketing, Creative Content Developer, Audience Services Manager, Ticketing & Web Manager, and Social Media Specialist to put the organization's marketing plans into practice. The position also often collaborates with Woolly's Artistic, Development, and Connectivity Departments to support a consistent institutional communications strategy.

DUTIES & RESPONSIBILITIES:

Marketing

Assist in the creation and implementation of marketing strategies for institutional awareness campaigns, subscription campaigns, and single ticket sales campaigns for all production and events

- Project manage department's multichannel marketing efforts including print, web, email, and social media
- Manage season, show, and other event launch campaigns
- Negotiate media partnerships and place advertisements with vendors
- Departmental marketing budget management; plan media and advertising spend, process invoices, and track expenses
- Work with Woolly's Creative Content Developer and Ticketing & Web Manager to manage content on the Woolly website
- Liaison to digital media vendors, requiring occasional onsite availability for photography and video shoots
- Network with others in the community to build visibility and credibility of our brand's voice.
- Stand in for Director of Marketing, when needed
- Maintain industry learning/best practices through conferences and professional development.
- Report on metrics and key performance indicators

Communications

Social Media

Develop and implement social media strategy and respond in accordance with institutional priorities and community management best practice

- Develop institutional and production specific campaigns including the coordination of all organizational events (connectivity and development)
- Coordinate trade/amplification opportunities with industry and community partners

- Manage Facebook advertising campaigns not being run through an advertising partner
- Coordinate streaming of digital Woolly events
- With the Director of Marketing, fine-tune “the voice” of Woolly

Press Relations

Implement press relations strategy and serve as liaison between Woolly and the local and national press

- Write and submit press releases and calendar listings
- Coordinate interviews, reviews, features, and photo/video opportunities with press and media outlets.
- Coordinate press nights
- Maintain database of press contacts
- Maintain news archive
- Collaborate with PR firms and consultants, as needed

Email Communications

- Maintain Communications Calendar and lead weekly calendar meetings
- Develop email strategy
- Craft email design and language
- Build and extract lists in Tessitura

All other duties as assigned.

Company-Wide Responsibilities:

- Commit to Woolly’s policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, using Woolly’s Liberation Library as an educational resource, engaging in EDI work at Woolly, and furthering your own independent journey with anti-racism.
- Cross-departmental collaboration, including participating in at least one Woolly working group, committee, and/or taskforce outside of your own department.
- Advocate for policies both internally and externally that further advance Woolly’s stated values on an organizational, local, and national scale.
- Contribute in meaningful ways to the culture. See “Our Culture at Woolly” section below for more information.
- Act as an ambassador for Woolly Mammoth in the local community and beyond.

SUPERVISORY RESPONSIBILITIES:

- Responsible for providing employees timely, candid, and constructive performance feedback; developing employees to their fullest potential and providing challenging opportunities that enhance employee career growth; developing the appropriate talent pool to ensure adequate bench strength and succession planning; recognizing and rewarding employees for accomplishments. Additionally this position will:
 - Select, train, and develop an effective and efficient staff including:
 - Interviewing applicants and select new employees;
 - Supervising the department orientation and training of new employees;
 - Recommending salary increases, promotions, transfers, disciplinary actions, and dismissals in conformance with company policy and procedures; and
 - Conducting annual performance reviews.

- Have substantial knowledge of leadership, teamwork, and management principles in line with the values of the organization.
- **Direct Reports:** Marketing and Communications Manager supervises Social Media Specialist and Marketing Intern.

QUALIFICATIONS:

- **Experience:**
 - 3+ years experience in Marketing, Communications, or Advertising
 - Experience in designing and executing successful communication strategies
 - Performing arts experience preferred
- **Essential Knowledge, Skills, and Abilities:**
 - Knowledge of Tessitura or other CRM systems
 - Knowledge of Prospect2 or other e-mail marketing programs
 - Metrics-driven thinking
 - Ability to manage a budget creatively and responsibly
 - Highly organized and effective project manager
- **Other Skills or Qualities:**
 - Active engagement and leadership development in your individual position is integral to the overall health of our organization. This will be reviewed and defined with your supervisor to set individual goals. Woolly encourages employees to take personal responsibility and pride in their work.
 - See the larger picture and pull out the relevant details to diagnose problems. Think creatively about how to solve problems including new ways of working together. Woolly values innovative thinking, big ideas, and bigger passion.
 - Collaborate with and adapt to a wide variety of people and personalities, working styles, and artistic visions.
 - Be curious and ready to adapt to ever-changing circumstances and new modes of communication and engagement.

WORKING CONDITIONS:

- Normal office environment.
- Extended viewing of computer screens.
- Some evening and weekend work required.
- Some travel required.
- Woolly Mammoth Theatre Company is located in Washington, D.C.'s Penn Quarter neighborhood. It is air-conditioned, located in a wheelchair accessible building, and in close proximity to public transportation.
- Woolly is currently operating under a hybrid work schedule, with both in-office and remote work available, subject to reevaluation.

COMPENSATION:

- **Starting Salary:** \$47,500
- Woolly Mammoth Theatre Company recognizes that conversations about salary can be difficult. In recognition of the necessity for top-tier talent, we strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Woolly will work hard to

administer the compensation program in a manner that is transparent, consistent, and equitable across the company.

OUR CULTURE AT WOOLLY:

At Woolly, our culture is driven by our stated core values of radical inclusivity, creative risk-taking, relentless inquiry & experimentation, world-class excellence, and innovation. We expect both personal and collective accountability in how these values are applied to the work of each employee of WMTC. We acknowledge that Woolly Mammoth has upheld and benefited from systems of oppression in our country and we aim to do better; using the principles of anti-racism to guide our actions and decision-making. How we do things is as important as what we do, and we expect our core values and anti-racist practices to influence the way we work together as a team. We strive to center openness, integrity, and care in our policies, processes, and how we interact with one another. We embrace a culture of transparency, accountability, and mutual respect as the foundation of all our collaborations, both inter-departmentally and externally. We take seriously our role as a civic leader, and strive to address local and national challenges using our knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. We believe that everyone in the Woolly community is worth engaging in conversations about the art we make and how that art intersects with the world. We lean into the unconventional, especially if a nontraditional and inventive approach will help us reach new understandings of our art form, our industry, and our world.