

# Theatre Midwest

## Job Description, Duties

### COMMUNICATIONS DIRECTOR

**Supervises (Reports of):** Graphic Artist (GA)

**Reports to:** Associate Producer (AP)

Fulfill all requirements outlined in the document: General Expectations for Project Leadership.

Develops communication objectives and strategies

Develops detailed plans and deadlines for advertising, press releases, social media, etc

Finds creative, out-of-the-box ways to engage the community with the work on stage, -think of yourself as a cruise director.

Writes, edits and produces newsletters, brochures, direct marketing pieces and other printed material.

Coordinates press releases and follow up to generate frequent and consistent publicity

Prepares media packets for press and hosts them at all performances they plan to attend

Functions as the face of the theatre for all press, external relations and communication needs

Plans, manages, and executes branding, market research, media planning, market segmentation, targeting and pricing strategies.

Develops and monitors revenue projections and implements dynamic pricing to maximize revenue.

Coordinates and refines Radical Hospitality logistics and details.

Cultivates and maintains media contacts in order to generate (solicit) relevant stories, interviews and other media coverage for the company.

Arranges and organizes media interviews (print, radio and TV)

Works with other organizations and provide information to them.

Develops media sponsorships and partnerships

Organizes and/or promotes promotional events and activities.

Keeps staff and patrons up to date with company news.

Attends rehearsals and performances and meet artists and staff when necessary/desirable.

Works closely with PAD, AP, DIR, and videographer on all video promotion projects.

Contacts all artists involved in the process and finds ways for their voices to be represented throughout the marketing, publicity, and community engagement campaign.

Fields and responds to media inquiries generated by releases or other activities

Provides the public with information when it is requested

Utilizes Facebook, Tumbler, Twitter, Instagram and other social media platforms to activate the online community and develop new audiences

Monitors/Co-Manages crowd-sourcing campaigns (Kickstarter and/or Indie-Go-Go)

Coordinates and oversees photo sessions for public relations and marketing purposes.

Coordinates handling of reviewers,securing comp tickets, and compiling press packets.

Maintains an archive of press, preview articles, reviews and feature stories on website, Flickr, blog, Facebook and other platforms

Maintains and updates the company's website, or work closely with the person who does this.

# COMMUNICATIONS DIRECTOR

**Supervises (Reports of):** Graphic Artist (GA)

Collaborates with Audience Services (AS) to ensure the highest level of customer service.

Develops expense budget and manages this budget efficiently.

Maintains, adds-to, and uses an email list of all interested and potentially-interested parties.

Other duties as circumstances or needs require.