



Director of Marketing and Communications

Director of Marketing and Communications is responsible for all marketing, communications and public relations activity. This position works closely with the Finance Director, Artistic Director, Graphics Designer and Managing Director to create and implement consistent and financially realistic branding and advertising strategy for each season. This position is primarily focused on generating revenue, guaranteeing ticket sales and maintaining relationships with the press and patrons on each of The Ensemble's six seasonal projects.

Typical duties include:

Seasonal Duties

- Work with Leadership to attain earned revenue goals (i.e. ticket sales) for each Ensemble production and project throughout the season.
- Work with Leadership to generate attainable + appropriate ticketing goals across the season.
- Create + maintain external communications calendar with Leadership + Development teams.
- Understand and execute Mission and Vision of The Ensemble and Ensemble related projects across public messaging platforms.
- Encourage Ensemble participation in Marketing efforts throughout the season.

Project Based Marketing

- Creating and implementation of marketing timeline and materials including press release, public announcements, photo shoot, program, and other related assets.
- Oversee Graphics Designer to finalize and deliver graphics assets for multiple uses.
- Build press relationships, seek preview article opportunities, and encourage press attendance at preview and/or opening night events.
- Communicate with printing agencies, press contacts, and media artists to execute on-brand messaging within production timelines.
- Regular activity on social media platforms like Instagram, Facebook, and Mailchimp.
- General maintenance of Washington Ensemble Theatre website.

Desired Interests/Experience

- A genuine interest in theatre and in working with the public.
- Excellent communication skills, both written and verbal.
- Commitment to education & practice of racial equity, anti-racism & social justice.
- A deep desire for our collective success.
- Interest in customer service, managing projects and people.
- Demonstrated ability to appropriately manage confidential information.
- A demonstrated ability to work effectively, both independently and as a team member.
- Ability to work a flexible schedule, including regular evening and weekend hours.
- Ability to multitask in a fast paced, high energy environment with seasonal workflow changes.

*Please note this is a volunteer-staff position that receives an additional stipend. For more info visit our **Ensemble Recruitment Information and Process** document on the **WORK WITH US** webpage.*