



JOB DESCRIPTION

Director of Communications

The Director of Communications is primarily responsible for the planning and executing of a comprehensive earned revenue strategy with an eye toward expanding our resources to match a growing organization through programmatic and institutional marketing. Working closely with the Artistic Director, Director of Development, and the staff, the Director of Communications will create and implement a comprehensive communications plan, manage the marketing budget, and be primarily responsible for patron experience from first contact to stage lights going up. Profile Theatre strives for a non-siloed, highly collaborative workplace. As such, the Communications Director will collaborate closely with the Director of Development on an integrated communications strategy to the Profile community of donors and sponsors and on the creation of fundraising collateral; with the Line Producer on Mainstage Productions. Profile Theatre staff all work towards several organizational goals: to produce high-level artistic events, to achieve financial stability and maintain fiscal transparency, and to develop and deepen relationships in our community.

1. The Director of Communications will collaborate with the Artistic Director, the Board and staff to plan and execute a strategic communications program focused on building annual earned revenue.
 - i. Institutional Marketing
 1. Create an institutional marketing strategy to articulate brand identity, programmatic efforts and the impact of Profile Theatre in the community.
 2. Act as an ambassador of the organization's institutional voice and brand.
 3. Maintain and manage organization social media and website.
 - ii. Programmatic Marketing
 1. Develop and execute a programmatic marketing strategy to drive memberships/subscriptions and single ticket sales to meet budget goals through informational and missionary campaigns.
 2. Create or contract the creation of digital and physical collateral.

- iii. Earned Revenue Strategy
 - 1. Conceptualize and follow an earned revenue strategy to drive capacity utilization, memberships/subscriptions, and increasing overall earned revenue with a focus on inclined non-attenders.
 - 2. Analyze metrics to inform resource reallocation, leading to heightened impact of marketing investment.

- iv. Audience Services
 - 1. Manage Audience Services, including end-to-end patron experience, and all front of house management (concessions, ushers and house managers).
 - 2. Create physical lobby collateral in collaboration with Director of Community Engagement and Company Manager.

- v. Collateral
 - 1. In addition to collateral needed for programmatic marketing and institutional branding, collaborate with Director of Development and Director of Community Engagement on the creation of collateral for their departments, ensuring a unified voice and look for the organization cross-departmentally.

- vi. Budget
 - 1. Execute and track approved Communications budget, including creating reasonable income and expense projections in annual operating budget.

- vii. Meetings
 - 1. Attend all Profile Theatre meetings as determined by Artistic Director, including weekly or bi-weekly staff meetings, and daily check-ins.

Reporting: The Director of Communications reports to the Artistic Director.

Rate and Schedule: This is a full time, exempt salaried position.