



Director of Communications

Profile Theatre Project, an Oregon not-for-profit corporation, doing business as Profile Theatre, invites applications for the position of Director of Communications.

ORGANIZATION

Founded in 1997, Profile Theatre is one of the oldest continuously operating theaters in the state. Profile Theatre centers an entire season of first class productions and community engagement activities through the lens of the season-long Featured Playwright, whose unique vision broadens our perspective on the world and deepens our collective compassion. We do this through large-scale professional productions, our expansive In Dialogue program, the Playwrights Residency, and our signature Community Profile program. Profile has grown to be one of the most well-regarded theaters in Portland, with a reputation for bringing intelligence, excellence and passion to the stage. The Director of Communications reports to Artistic Director Josh Hecht and is a key member of staff in cultivating the earned resources that power the theatre through optimization of patron and donor experience and programmatic and institutional marketing.

POSITION AND RESPONSIBILITIES

Profile Theatre seeks an ambitious arts manager to serve as Director of Communications. The Director of Communications will work closely with the Artistic Director and staff to plan and execute a communications strategy that encompasses membership, subscriptions, and single ticket sales through programmatic and institutional marketing efforts. In addition to the marketing of all shows and programs and the development of the Profile Theatre brand, this strategy includes optimizing the patron and donor experience. The Director of Communications will collaborate closely with the Artistic Director and Director of Development on an integrated communication strategy to the Profile family of supporters. The Director of Communications is a key ambassador for the organization into the greater Portland community and will partner with the Board, Artistic Director, Director of Community Engagement, and Director of Development to expand Profile's community.

QUALIFICATIONS

The ideal candidate will have experience working in communications in either a mid-level position at a larger institution or a leadership position in smaller or comparable institutions. They will have demonstrated experience creating and executing a communications plan and managing a budget. They have a passion for institutional and programmatic marketing and the skills to implement campaigns; will be knowledgeable and passionate about the arts and those who support it with a belief in the ability of art to strengthen communities; is a natural communicator with excellent written, verbal and interpersonal skills; and is a strong collaborator. The position is envisioned as evolving with the organization. The ideal candidate has strong strategic and leadership skills and will be able to envision how the position and department might evolve with the company. They have a polished, outgoing personality, are at ease networking, attending events, and being involved in a thriving cultural community.

Must be comfortable with computers and other forms of office equipment. Must be experienced and confident with the use of social media, email marketing, and virtual remarketing. Experience with Salesforce or other comparable CRM, Adobe or comparable design software, and G Suite preferred.

This position will be expected to report to the Profile Theatre office at 216 NW 13th in the Pearl in Portland, OR, and at other off-site locations such as theatre venues, rehearsal halls, or other meeting places for events and donor engagement. Out of town applicants will be expected to reside within the Portland, OR area by the start of employment.

This position may include physical requirements of moving in our accessible office, transporting oneself to multiple locations within a single day, and utilizing a computer or other communication equipment. Reasonable accommodations provided.

COMPENSATION

Profile Theatre is an equal opportunity employer and strongly encourages women and people of color to apply, in keeping with its core values of inclusion and representation. Salary range is **\$50,000-\$55,000** commensurate with experience, plus competitive benefits.

Submit your application at [Profiletheatre.org/apply](https://profiletheatre.org/apply).

Please include a cover letter, resume and 3 references (phone numbers and/or emails provided). No calls or drop-ins, please. If you require accommodation to submit, please notify us by email above.

Desired start date is 10/1/2021. Applications accepted until position is filled.

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 between **\$50-55k/year**, plus benefits.

200 Word

Profile Theatre seeks an ambitious arts manager to serve as Director of Communications to plan and implement a communications strategy focused on expanding earned income through membership, subscriptions, and single ticket sales, while executing programmatic and institutional marketing for all of Profile's activities.

Founded in 1997 Profile Theatre is one of the oldest continuously operating theater companies in Portland, Oregon. Profile provides a series of quality performance and community engagement activities which center the lens of a season-long Featured Playwright, whose unique vision broadens our perspective on the world and deepens our collective compassion. These experiences include a three show mainstage production series, the In Dialogue program, Playwrights Residency, and the signature Community Profile program. The Generations series featuring Paula Vogel, Lynn Nottage, and Branden Jacobs-Jenkins concludes in the 2021-2022 season, which begins this August with Paula Vogel's The Oldest Profession at Old Moody Stages.

The ideal candidate has strong strategic and leadership skills and will envision how the position and department might grow with the company.

Experience with Salesforce/PatronManager or other comparable CRM desirable. Graphic, layout, user experience, and web design experience preferred, especially skills in Adobe Creative Cloud.

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