



DIRECTOR OF COMMUNICATIONS

ORGANIZATION

Founded in 1997, Profile Theatre is one of the oldest continuously operating theaters in Oregon, and one of only three theaters in the country to take a deep dive into the bodies of work of contemporary playwrights. Every two years, Profile Theatre selects two mid-career writers and centers two years of programming around them, with productions of older plays, newer plays and world premieres and commissions. In so doing, Profile Theatre accords its audience, community and staff unparalleled access into the work and worldview of some of the most exciting and accomplished writers of our time. Profile Theatre staff will have the opportunity to work closely with playwrights and other artists of national repute, alongside some of the most talented artists in the Portland metro area. Recent Featured Playwrights have included Kristoffer Diaz, Lauren Yee, christopher oscar peña, Branden Jacobs-Jenkins, Paula Vogel, Lynn Nottage, and Lisa Kron among others.

Profile Theatre seasons include 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 growing national reputation for bringing intelligence, excellence and passion to the stage.

POSITION AND RESPONSIBILITIES

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, 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. The Director of Communications oversees the Patron Services Manager, a .67 FTE position responsible for setting up all events in EventBrite, managing the CRM, seating all patrons, managing group sales including affinity nights, alumni nights and other special sales, and other duties as tasked. The Patron Services Manager also oversees Front of House, including house management, on-site box office associates and volunteer ushers. The Director of Communications also directs and oversees the work of the Graphic Designer and Content Creator on the creation of key art for the season, institutional branding and other artistic, programmatic marketing assets and content creation pieces as needed.

Profile Theatre strives for a non-siloed, highly collaborative workplace. As such, the Communications Director will collaborate closely with the Artistic Director on an integrated communications strategy to the Profile community of donors and sponsors and with the Line Producer and Director of Community Engagement on occasional departmental marketing needs. 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. Create, maintain and manage organization social media (Instagram, Facebook, TikTok) and website (WordPress).
 - ii. Programmatic Marketing
 1. Develop and execute a programmatic marketing strategy to drive memberships/subscriptions and single ticket sales to meet budget goals.
 2. Create or contract the creation of digital and physical collateral.
 3. Direct the activities of the Graphic Designer on the creation of key art, season brochure, photoshoots and other content as needed throughout the season.
 4. Create events listings on various entertainment and periodical calendars, and direct the graphic designer's creation of social media content.
 - 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. Box Office Management
 1. Oversee the Company Manager's set-up of events, season Memberships and discount codes in MonkeyPod and EventBrite.
 2. Oversee the Patron Services Manager's customer service with patrons and Members, creation and sending of newsletters and pro-forma emails.
 - v. Audience Services

1. Oversee Audience Services, including the Patron Services Manager's end-to-end patron experience, and all front of house management (concessions, ushers and house managers).
 2. Create physical lobby collateral, in collaboration with the Director of Community Engagement, postcards, brochures and playbills.
- vi. Donor cultivation and stewardship
1. In close collaboration with the Artistic Director, develop a contributed income from individuals strategy and plan including:
 - a. Identifying and cultivating candidates for Producers Circle membership for mainstage plays and other programs.
 - b. Developing a major gift calendar
 - c. Designing communications strategy for annual fundraising campaigns including the calendar year end, fiscal year end, and gala, with a particular focus on entry-level and mid-level donors.
- vii. Budget
1. Execute and track approved Communications budget, including creating reasonable income and expense projections in annual operating budget.
- viii. Meetings
1. Attend all Profile Theatre meetings as determined by the Artistic Director, including weekly or bi-weekly staff meetings, and daily check-ins.
- ix. Annual Gala
1. Assist with planning of annual gala including but not limited to developing communications strategy, attending committee meetings, collateral design and print ordering, and event logistics.
 2. Oversee the creation of event tickets in CRM or ticketing platform, assist in reconciliation of gala donations, on-site registration day of the event, and other duties as needed.

QUALIFICATIONS

An ability to think strategically, analyze results in real time, and course correct where needed is an essential quality. A willingness to try new things and experiment in a performing arts market that is radically different than it was pre-pandemic.

Strong collaborative and leadership skills. An ability to motivate and supervise others.

Excellent written skills. An ability to identify what is exciting about a new play or theatre experience and communicate that through the written word.

Excellent visual sense. An ability to direct a contracted graphic designer towards the production of eye-catching, dynamic visuals across all platforms.

Ease and familiarity with social media platforms and how to drive eyes and clicks.

Strong computer skills, including comfort with cloud-based databases and software like CRMs (MonkeyPod, Salesforce Patron Manager), ticketing software (Eventbrite), and design software (Photoshop, Canva, Illustrator), plus GSuite, MS Office, Adobe, etc.

Can work independently and in a small team environment.

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.

The Director of Communications is compensated with an exempt salary ranging from **\$55,000-\$60,000/annually DOE** plus health and dental benefits and generous PTO.

LOCATION

This position will be expected to report to the Profile Theatre office located at 216 NW 13th Ave, and to the Imago Theatre located at SE 8th Ave. during performance production runs. Some tasks are able to be completed remotely from home with own equipment as mutually negotiated and agreed in advance with the Artistic Director.

SCHEDULE

This is a full time, exempt salaried position. Profile Theatre's office is currently hybrid; When not at the theatre, about 50% of hours are expected to be in person, and the rest remote. Attendance at first reads, opening nights, galas and other member events is required.

REPORTING

To Artistic Director.

APPLY

Please include a letter of interest outlining applicable skills and experience and a resume to: info@profiletheatre.org. No calls or drop-ins, please.