

The Winnepesaukee Playhouse, an award-winning theatre in Meredith, NH is seeking a Marketing Manager. The Playhouse is the region's premier, year-round professional, community, and educational theatre producing 15-18 productions per year across its three divisions, along with educational programming, and a summer camp. The Winnepesaukee Playhouse is committed to creating a diverse and inclusive environment and we strongly encourage candidates from underrepresented groups to apply.

Mission: We believe the arts are an essential public good that is critical to a vibrant society, and our mission is to produce great art through theatre that inspires, engages, and entertains the people of our community and beyond.

The Marketing Manager will report to the Director of Finance & Fundraising, and work closely with the Producing Artistic Director, Patron and Company Services Director, and the Director of Education. The Marketing Manager will develop and implement an all-inclusive marketing and communications plan including a season-long brand strategy and individualized marketing strategies for productions and events in order to meet or exceed ticketing and other revenue goals. The Playhouse is especially looking for a candidate who has a strong interest in and knowledge of digital marketing and who can increase the Playhouse's online presence through creative content and placement.

Responsibilities include but are not limited to:

- * Develop a comprehensive marketing and communications plan, both for the overall branding of the Playhouse season and show-specific campaigns, and work with the Director of Finance & Fundraising to allocate and implement a budget.
- *Coordinate a marketing calendar with key dates and timelines for overall and specific marketing campaigns.
- * Work with our freelance graphic designer to art direct and oversee the creation of print and digital marketing materials including show logos, brochures, print and web advertising, and more, related to productions, education department programs, and institutionally. Work with printers and distribution companies to create and distribute marketing collateral.
- *Write and prepare copy for print materials and other advertising.
- *Create and distribute press releases, newsletters, email campaigns, and other press materials.
- *Manage and create content for the Playhouse's social media accounts.
- * Increase the Playhouse's online presence including, but not limited to, promotional videos, paid and free online advertising, geotargeted marketing, etc.
- *Manage the annual subscription campaign as well as single ticket marketing including direct mail, email, and social media.
- *Work with the Patron and Company Services Director to solicit program advertisers and show/season sponsorships.

*Cultivate relationships with new and existing media partners and enter into contracts for print, radio, web, and television advertising. Produce ads accordingly, with or without the help of the freelance graphic designer, as needed.

*Conduct market research as needed.

*Perform other marketing duties including website updates.

Requirements:

*A bachelor's degree (marketing, communication, or theatre preferred)

*A minimum of 2 years of related marketing experience

*Knowledge or previous experience in theatre or other arts industry strongly preferred

*Excellent verbal and written skills

*Proficiency in Microsoft Office and Adobe Design Software (InDesign, Photoshop, Illustrator)

*Experience in managing social media accounts

*Detail orientated with excellent proofreading skills

*Strong collaboration skills

*High level of organization and planning skills

*Must be available for some evening and weekend hours when the Playhouse is in production and be prepared to attend events as needed

Pay:

\$40,000

Benefits:

Paid time off

Sick Days

Workman's Comp

Relocation assistance

COVID-19 Consideration:

All employees of the Playhouse must be fully vaccinated against COVID-19. "Fully vaccinated" is defined as having received two doses of Pfizer or Moderna OR one dose of Johnson & Johnson, PLUS a booster of any of the available vaccinations (three shots total for those who started with Pfizer or Moderna, at least two shots for anyone who started with Johnson & Johnson), plus an additional 7 days' wait after the booster dose. Documentation of this (i.e. a vaccine card) must be provided.

To apply, send a cover letter and resume to jobs@winniplayhouse.org.