



PENUMBRA THEATRE
Marketing Manager
Job Posting

The mission of Penumbra Theatre Company is to create professional productions that are artistically excellent, thought provoking, relevant, and illuminate the human condition through the prism of the African American experience. Founded in 1976, Penumbra Theatre is Minnesota's only professional African American theater. We produce a four-show season and several community outreach events annually. Penumbra is known for its signature ensemble aesthetic that plays powerfully in an intimate 250-seat proscenium/thrust theater. Penumbra produces work from within the black theatre canon, both classics and commissions, including new play readings and workshops.

Under the supervision of the Managing Director, the Marketing Manager is responsible for developing and implementing marketing, public relations, and advertising strategies to achieve the organization's earned income and branding goals, while adhering to an annual budget. Specific responsibilities include, but are not limited to:

Strategy

- Work directly with Managing Director to aid in marketing plans, concepts, and research.
- Research media outlets, partnerships, and opportunities.
- Conduct market research to gain insights about current and prospective audiences.

Communications

- Write engaging messages, storylines, and content for a variety of communication channels, including media, print, online, email, and social media, to grow awareness and drive growth.
- Generate materials to support media relations including press releases, institutional backgrounders, leadership bios, project and initiative descriptions and other editorial collateral.
- Cultivate relationships with journalists and digital influencers; maintain media contact lists.
- Write and design all email messaging.
- Write and design content for all social media, including Facebook, Twitter, Instagram, etc.
- Maintain Penumbra Theatre's website.

Implementation:

- Manage a comprehensive marketing and communications plan and implementation timeline, including direct mail, advertising, email, social media, promotions, and partnerships.
- Oversee production of direct mail, ads, flyers, and other collateral materials including design, printing, list procurements, and mail services.
- Purchase all advertising including print, online, radio, etc.
- Work with local organizations to create cross-promotional partnerships.
- Facilitate list trades with other organizations.
- Determine and disseminate discounts for select performances.
- Create, manage, and maintain marketing and sales reports.
- Track department spending and ensure its alignment with the current marketing budget.
- Assist in the budgeting process as directed.

Research/Analytics

- Develop and maintain internal expertise in Penumbra's CRM system.
- Develop segmentation strategies to engage existing patrons and attract new ones.
- Monitor campaign effectiveness, producing timely reports and developing contingency strategies if required.
- Analyze and optimize the performance of website and social media channels.
- Conduct surveys.
- Remain current on sales, advertising, marketing, and research trends.

Related:

- Coordinate design and production of performance programs, including collection of headshots and bios, corporate ads, and educational materials.
- Maintain marketing archives, including collateral, program books, press clippings, etc.
- Other duties as assigned.

Qualifications:

- College degree
- 3-5 years of marketing/communications experience, preferably with a non-profit organization
- Excellent writing and verbal communications skills with an ability to adjust communication for different audiences and tell a compelling story.
- Must be a resourceful, self-starter who combines a high level of initiative with strong organizational skills.
- Strong interpersonal skills with the ability to work closely with multiple internal and external stakeholders as well as senior leadership.
- Ability to balance day-to-day work load with an analytical, growth oriented vision
- Graphic design experience strongly desired
- Knowledge and appreciation of theatre and the arts
- Ability to work nights and weekends as required.

Compensation

This is an exempt position. Salary is commensurate with experience and includes benefits package.

To Apply

Please send resume, cover letter, and salary expectations to Amy Thomas, Penumbra Theatre, at amy.thomas@penumbratheatre.org. Incomplete applications will not be considered. Recommended document file formats are Word or PDF. If there are multiple attachments, please compress your documents into a zip format file. Resumes will be reviewed on a rolling basis until position is filled.

EEO Statement

As an arts and cultural institution, Penumbra Theatre has a responsibility to provide access and opportunities for all people, with special attention to supporting groups historically underrepresented in theater administration. We believe that a culturally diverse organization is integral to artistic excellence, and our staff should reflect the diverse world in which we live, with attention to race, ethnicity, religious creed, national origin, age, sex, sexual orientation, gender identity or expression, and ability.

Penumbra Theatre is an equal opportunity employer and encourages applications from individuals who will contribute to its diversity.