



## **Marketing and Public Relations Coordinator**

### **Description:**

The full-time Marketing and Public Relations Coordinator will be responsible for managing comprehensive marketing, data gathering, and promotional programs at Brauntex Performing Arts Theatre Association, Inc. The Coordinator will aggressively promote and advocate for the generation of earned revenues from ticket sales and other sources and measure marketing and brand initiatives that enhance and enrich the position and image of Brauntex Performing Arts Theatre Association, Inc. The Coordinator will be well organized and proactive in marketing and branding Brauntex Performing Arts Theatre programs and support all Box Office and Front of House operations. The employee must be approachable, well presented and able to establish good working relationships with a wide range of different individuals. It is expected the employee is highly competent, motivated and enthusiastic with experience in working as part of a team in a fast paced office environment. Employee must provide patrons with positive initial experience by communicating accurate information at all times. This position is directly responsible to the Executive Director. This is an exempt position.

### **Marketing/Public Relations Job Functions:**

- Manage, coordinate and implement all marketing, advertising and promotional material and activities within established budget
- Plan, execute, and evaluate effectiveness of web, print, and broadcast media and direct marketing campaigns; ensure effective branded marketing communications; manage the launch of campaigns (season package renewals, single ticket sales, fundraising, etc.); ability to continuously improve marketing and advertising methods, approaches, and organizational impact
- Demonstrate on a daily basis a genuine care and concern for the quality and convenience of patrons' experience that develops insight into patron behavior and pricing strategy to build audiences and engagement
- Ensure consistent brand personality for all mediums and marketing channels
- Data analysis, critical and creative thinking and problem solving skills, use of technology and statistical research techniques; monitor and report on the effectiveness of brand strategies, marketing campaigns and advertising return on investment.
- Build, manage and supervise company's social media profiles, outreach and presence
- Track, measure and analyze all initiatives on social media including the survey of patrons
- Manage, design and initiate email marketing campaigns
- Research and test partnerships with new vendors to expand reach and/or lower cost-per-acquisition media negotiations
- Collaborate with vendors to maintain a consistent brand voice and message across all marketing campaigns
- Establish and sustain relations with influential media outlets to place advertising campaigns
- Manage and sustain website management
- Collaborate and manage organization's IT platform and upgrades with vendors

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- Design and/or coordinate with the design of mass-mail materials
- Design and/or coordinate with the design of promotional material
- Assist in the collaboration to sustain relations with sponsors and donors
- Provide marketing efforts for sponsors
- Distribute promotional materials
- Establish and coordinate with vendors for group sales
- Create and implement policies and procedures for Marketing and Public relations related matters

## **Box Office/Front of House Job Functions:**

- Support Box Office and Patron Relations Coordinator position
- Act as the liaison between the box office, patrons, volunteers and contractors, i.e. concessionaire, artist's merchandise, etc.
- Establish and support marketing/trade/comp policies for events
- Analyze challenges, identify alternative solutions and implement recommendations in support of organization objectives
- Provide professional customer service to patrons and all guests to the theatre

## **Additional Examples of Work Performed:**

- Performs other duties and special projects as assigned

## **Required Qualifications:**

- Three to five years of recent professional Marketing/Public Relations experience in full range marketing, advertising and promotional responsibilities, preferably in performing arts audience development and promotion, concert or theatrical marketing advertising or public relations OR an equivalent combination of a bachelor's degree or higher degrees in Marketing/Public Relations experience
- Must be comfortable communicating and negotiating with advertising sales representatives, and have desire to develop an instant rapport with journalists and sponsors
- Must possess strong and effective written, spoken, and graphic communication skills including the ability to create, write, edit, and proof read press releases, announcements, newsletters, brochures, playbills, and other publications
- Must possess technical proficiency in commercial printing, internet marketing, social media strategies, website development, public relations, market research, and creative services
- Knowledge in Adobe Suite software (Illustrator, Photoshop and In-Design)
- Must have authorization to work in the United States of America
- Must possess a valid Texas Driver's license

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- Must be able to pass a criminal background check
- Must have efficient computer skills including Microsoft Office Suite
- Must be able to communicate effectively
- Strong organizational, administrative and problem solving skills
- Ability to maintain confidentiality
- Literacy in English with the ability to understand and carry out oral and written instructions

## **Preferred Qualifications:**

- Experience in an artistic or non-profit setting
- Experience with box office ticketing software (Vending, Ticketmaster, etc.) and/or e-mail marketing applications (Mail Chimp, Constant Contact, etc.)

## **To Apply**

- Please submit a resume and cover letter to Executive Director, Cheryl Fisher at [cfisher@brauntex.org](mailto:cfisher@brauntex.org). Please include desired salary in your cover letter. Please include three to five professional and/or business references in your resume.
- Applications are accepted until position is filled