JOB POSTING:
DIRECTOR OF MARKETING AND COMMUNICATIONS | FULL TIME

REPORTS TO: Managing Director

DIRECT REPORTS: School Bookings Specialist (seasonal), Community Relations Ambassadors (seasonal), Graphic Designer (contractor), Company Photographer (contractor), Admin and Operations Manager (shared report)

THE OPPORTUNITY:

Metro Theater Company is seeking marketing professionals with an enthusiasm for theater, education, and non-profit administration to join our team to lead MTC’s marketing efforts for the 51st season and beyond.

As St. Louis’s longest-running professional theater company devoted solely to theater for youth and families, MTC creates programs on stage and in schools that have an outsized impact on the future of children in our region – empowering them to reach their full potential, providing them with opportunities to build empathy, and inspiring each of them to discover their own unique voice.

A full-time salaried position, this role primarily works regular office hours, with occasional evening and weekend responsibilities connected to performances, special events, board meetings, or press appearances. Compensation is in the mid $40Ks, with a compensation package that also includes access to MTC’s medical insurance plan (MTC pays 80%, employee pays 20%), dental and vision plans, and a match of up to 3% of salary towards employee contributions to a SIMPLE IRA retirement fund. MTC is committed to long-term pathways for professional growth for the entire MTC team and provides access to ongoing professional development opportunities through local and national partners for all staff.

The intended start date for this position is August 1.

BROAD FUNCTION:

A key member of the MTC senior management team, this role is responsible for developing data-based strategic and programmatic communications supporting MTC’s productions, education programs, special events, and overall brand awareness. Emphasis is equal parts on deepening relationships with existing audiences and growing and building new audiences for MTC. Through analysis of campaign results, this role will continuously improve and adapt strategies to optimize return on financial and human resources. The position oversees two seasonal or part-time marketing roles, a contract graphic designer, and shares oversight of a third position, which provides support across marketing, development, and operations. The role works closely with all teams on staff to ensure on-going engagement with mainstage performances, touring performances, in-school education programs, camps, and fundraising campaigns.
SPECIFIC DUTIES:

Strategic Marketing Planning

- In partnership with the Managing Director and the marketing team, develop MTC’s annual marketing and communications plan, including, but not limited to media buying strategy, direct mail, digital marketing, community partnerships, promotions, pricing, and public relations.
- Provide creative direction for all anchor production, program, or season artwork and copy, ensuring brand continuity and a consistent voice in all materials.
- Provide ongoing analysis of the effectiveness of marketing campaigns strategies to ensure continuous learning and improvement through post-performance analytics and real-time A/B campaign testing.
- Conduct necessary research through audience surveys, focus groups, and other methods to understand buyer behavior from MTC’s core audiences and define a holistic view of MTC’s audience and patron base across programs and appropriate audience segments for communication planning.
- Support development and education teams in assessing the complete engagement patterns of patrons in order to best build segments for appropriate communication strategies.
- Coordinate with the Admin and Operations Manager on a comprehensive communications calendar across departments to support communications strategies for the organization.

Digital Content Creation and Execution

- Implement and execute the digital content marketing components of the marketing plan, including, but not limited to e-marketing, social media, short form video, web blogs, and website content creation.
- Ensure MTC’s voice on social media platforms remains consistent across programs and is present in conversation about relevant topics on MTC’s pages and pages of other organizations with aligned missions and values.
- Coordinate with the MTC staff to create storytelling content (text, visual, or video) to deepen brand engagement across digital platforms.
- Oversee MTC’s company photographer and/or provide additional photographic support as necessary to ensure photographic deliverables that align with the established marketing strategies.
- Establish frequency of e-mail communication to MTC’s full list and/or audience segments, and develop and execute all email sales, branding, and patron services campaigns.
- Coordinate with the Admin and Operations Manager and contract Graphic Designer to support select design projects, including digital media assets, advertisements, flyers, etc.
- Coordinate with the Admin and Operations Manager on list hygiene and list management to maintain defined segments, tracking engagement throughout the year to best define prospects for sales, philanthropy, or other forms of future support of MTC.

Earned Revenue and Budget Management

- In partnership with the Managing Director, through analysis of past MTC sales history and local and national trends, set revenue goals for public performances, school matinees, camps, and other earned revenue opportunities each year.
- Develop systems to track income progress against projections and previous comparable programs or events.
• Establish pricing and discount or value-add promotional opportunities for ticketed programs to maximize engagement while achieving revenue goals.

• Build all pricing and promotions in MTC’s CRM system for ticketing, Patron Manager.

• Support the School Bookings Specialist as necessary in building strategy for school matinee and school touring sales, reviewing and supporting the LOA process for school bookings to maximize revenue and streamline internal processes.

• Set the expense budget for the marketing department, managing annual expenditures to remain within that budget, maximizing the impact of each dollar invested in marketing efforts.

Marketing Team Management

• Lead regular meetings of the marketing team
• Support the growth of individuals on the team, identifying opportunities for growth and professional development, advocating for the team within the organization
• Provide backfill for other marketing team roles in between seasonal contracts
• Coordinate with Admin and Operations Manager to ensure box office staff and front of house staff are trained to the appropriate standards of service to create excellent patron experiences.
• Support the School Bookings Specialist in coordinating with education partners, identifying prospects, developing school-focused marketing campaign tactics, graphic/creative needs, and the annual educator preview event.
• Support Community Relations Ambassadors in identifying prospects, formulating partnerships opportunities, developing promotions, and supporting targeted creative needs or events.
• Support the Admin and Operations Manager in trafficking creative, managing direct mail campaigns, and managing customer data and systems and processes around that data.
• Provide regular reports to the MTC board on key marketing metrics

Public Relations, Media, and Press Appearances

• Serve as a key public facing ambassador for Metro Theater Company at public events, including MTC sponsored performances and education programs, as well as regional or national gatherings for the performing arts broadly or TYA theater specifically.
• Serve as primary conduit to local and regional media, providing press releases, media pitching, and follow up content as necessary.
• In partnership with the production team, ensure that all MTC artists needed for media opportunities have appropriate notice, releases, and schedule availability for interviews, etc.

DESIRED SKILLS AND EXPERIENCE:

▪ Excellent organizational skills;
▪ Solution-oriented thinking and problem-solving skills;
▪ Ability to show initiative and work independently as well as part of a collaborative team;
▪ Ability to work in a hybrid environment, both in MTC’s offices and remotely as necessary;
▪ Enthusiasm for the power of theater and education and their ability to impact the lives of young people;
▪ Past experience with CRM systems in general or Patron Manager in particular is a significant plus;
▪ Familiarity with graphic design software, including Adobe suite and Canva, a significant plus;
▪ Conversational knowledge of Spanish a plus;
▪ Willingness to participate in ongoing professional development opportunities;
At Metro Theater, we are committed to providing an environment of both fun and mutual respect, in which equal employment opportunities are available to all applicants without regard to race, color, religion, age, gender identity, gender expression, sexual orientation, national origin, physical and mental disability, marital status, pregnancy, military and veteran status, or any other characteristic protected by law. MTC believes that diversity and inclusion in our staff and on our stage is critical to our success in the workplace and across our community, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

APPLICATION INSTRUCTIONS:

Applications for this position will be accepted until the position is filled. Please submit a resume and a brief statement that speaks to what excites you about taking on this role, as well as your approach to equity, diversity, and inclusion as relates to this position. EDI is an important part of MTC’s values, and we ask you to share ways you have brought or hope to bring a commitment to EDI to your work.

No “cover letters” necessary. While we ask that resumes be submitted in written form, we invite applicants to submit their statement via a written document, an audio file, or an attachment of or a link to a video recording – whatever form best supports your self-expression to introduce you to us.

Please submit a resume and your statement to community@metroplays.org with the subject “MARKETING AND COMMUNICATIONS DIRECTOR” to apply.