Marketing & Communications Director

Core Values Statement: Since its founding in 1968, National Black Theatre (NBT) has continuously served as a hub for the next generation of Black theatre artists by providing training, creative development, and opportunities to showcase their work. Over its history, NBT has maintained its strong commitment to helping to bring new underrepresented voices to the forefront that provide fresh, diverse perspectives on critical issues of equity and social justice. NBT produces transformational and dialogue-generating theatre that successfully shifts inaccuracies around African Americans’ cultural identity by telling authentic, intersectional stories of Black life. In 2020, NBT began a major building redevelopment project that will enable it to sustain and grow its mission exponentially.

Job Summary: The Marketing & Communications Director will join NBT’s team at a critical moment in its history, bringing a passion for our mission and for sharing our impact among a variety of stakeholders and audiences. This person will be responsible for developing and executing a comprehensive marketing and communications plan to build on and maintain momentum from NBT’s recent growth and increase its visibility, working hand in hand with the programming, development, and operations teams to ensure communications efforts all dovetail with NBT’s plans for earned and contributed income. In the first 1-2 years, this will include a concerted focus on supporting NBT’s capital campaign. This is a new position, with the opportunity to help shape NBT’s in-person re-emergence post-COVID and to extend its artistic reach for years to come.

This is a full-time role exempt from overtime, reporting to the CEO and supervising a Marketing & Communications Coordinator. The salary range is $90,000-$100,000. This position is currently feasible as remote but is likely to return to in-person by fall of 2021. NBT is open to candidates who are not based in New York City, provided they can be on site for meetings, events and performances as needed.

Responsibilities: The responsibilities of the Marketing & Communications Director include but are not limited to:

Planning & Strategy
- Create a holistic, integrated, multi-year marketing and communications plan that maps out strategies for promoting, animating, and celebrating NBT’s performances and partnerships and events; with a
goal of attracting, retaining, and converting target audiences and cementing NBT’s reputation as the leading theater destination of Black culture in the U.S.

- Identify and segment as necessary NBT’s variety of stakeholders and audiences, such as:
  - Consumers (ticket holders/theatergoers - NYC-based and tourists)
  - Creatives (artists, actors, writers, directors, producers, technicians)
  - Community partners
  - Event rental clients (corporate, social, educational)
  - Donors/investors
  - Media outlets
  - Public officials

- Assess, (re)develop and map out utilization of online and offline platforms and materials - visual and written - to promote NBT’s mission and work, with a keen eye on brand identity, voice and consistency, including such vehicles as:
  - Website
  - Social media channels
  - Newsletters
  - Flyers/posters/brochures
  - Advertisements
  - Promotional videos
  - Annual reports
  - Building signage and screens

- Develop and manage annual marketing and communications budget; work with finance and development teams to determine which projects and line items lend to dedicated fundraising appeals

- Contribute to packaging, messaging, and marketing of NBT’s capital campaign ask, to support closing the gap to meet the full budget for the building redevelopment (through 2025); generate buzz and enthusiasm for the new performance spaces and event rental sites in the months leading up to the re-opening (est. fall of 2024)

**PR/External Affairs**

- Work with NBT’s external PR consultants to create media-worthy opportunities, respond to incoming press inquiries and develop long-term relationships with relevant reporters and editors
- Collaborate/coordinate with partners’ and board members’ PR teams as appropriate
- Oversee routine outreach to calendar pages of local news and arts/culture publications
- Develop awards strategy (for both NBT as an organization and its CEO and Executive Artistic Director)
- Work with CEO to utilize opportunities such as op-ed pages to amplify NBT’s role as a prominent advocate for arts and culture (e.g., around post-COVID recovery and equity within the sector)
**Systems and Cross-collaboration**

- Participate in selection, design and adoption of a new CRM tool - and any necessary communications add-ons - to track engagement with audiences of all types
- Maximize the CRM to ensure optimization of marketing, automation, integration, data collection and streamlined evaluation and reporting of marketing efforts
- Track, measure, analyze, and report on campaign performance and develop recommendations to enhance strategies for continued improvement
- Work closely with new Development Director to integrate marketing and communications strategy with fundraising efforts
- Create office systems to support all marketing and communications projects and operations, including routine reporting as required

**Team Management**

- Supervise NBT’s Marketing & Communications Coordinator
- Manage NBT’s external PR consultant, The Chamber Group
- Build out/staff the communications team as appropriate; serve as coach and mentor, creating opportunities for professional growth
- Oversee routine communications team processes such as:
  - Writing, reviewing and copyediting materials and social media posts
  - Managing and driving SEO
  - Creating annual calendar for marketing and communications campaigns/cycles

**Qualifications:** In this inaugural position, NBT is looking for someone who can seamlessly toggle between the forest and the trees; setting a vision and long-term approach to marketing and communications while also setting and reaching tactical, practical benchmarks. Competitive candidates will bring *seven-plus years of progressive experience in marketing and communications*. Other preferred background and skills include:

- Deep appreciation for the mission of NBT
- Knowledge of and experience in the national performing and urban arts landscape
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations and marketing program to advance an organization’s mission and goals
- Experience integrating communications and fundraising goals, ideally including capital campaigns
- Demonstrated experience conducting media outreach and/or PR campaigns
- Experience planning, writing, editing, and producing newsletters, press releases, annual reports, marketing collateral, and other print materials
- Experience managing digital elements of campaigns and initiatives, including website content, social media, email management, and online advocacy and organizing tools
- A dedicated team player, who is able to build, work and excel in a collaborative atmosphere
- Strong planning and organizational abilities
• Excellent verbal, written and interpersonal skills
• Strong aesthetic sense and savvy with graphic design, photo and video editing
• Technical proficiency across most of the following platforms:
  o Adobe Creative Suite, including Photoshop, InDesign, and Illustrator.
  o HTML, CSS, and WordPress
  o Twitter, Facebook, Instagram (and related analytics)
  o HTML newsletter platform (such as Campaign Monitor), and integrations with Zoom and CRMs
  o Google suite and Microsoft Office
• Ability to work on a variety of projects simultaneously while maintaining attention to details
• Supervisory experience and demonstrated investment in the professional development of team members

To Apply: Please submit a resume, references and cover letter to apply@nationalblacktheatre.org listing “Marketing & Communications Director” in the subject line.