

BCT MANAGEMENT, INC./ BUSKIRK-CHUMLEY THEATER

The Buskirk-Chumley Theater is hiring a creative and collaborative Marketing Director to lead all Buskirk-Chumley communications, develop and implement new paths toward sustainable growth and to help tell the story of our organization to a wider audience.

To apply: send a resume, cover letter and three references to Jonah Crismore, Executive Director, at director@buskirkchumley.org.

Role Description:

MARKETING DIRECTOR

Full-Time, Exempt, 40hrs/Week

EXPERTISE

The Marketing Director is responsible for planning, development and implementation of all organization's marketing strategies and communications, both external and internal. The ideal Marketing Director will be adaptable at maintaining BCT Management Inc.'s current patrons, while also seizing opportunities to expand the Theater's brand and attract new supporters, donors, promoters and patrons to our programming. The Marketing Director will have demonstrated resourcefulness in setting priorities, proposing new ways of effectively marketing the organization, and being open to change.

As a member of the Buskirk-Chumley Theater's senior management team, the Marketing Director will be involved with all organization-wide strategic planning and evaluations. The Marketing Director will work with all other departments and report directly to the Executive Director.

ESSENTIAL FUNCTIONS, RESPONSIBILITIES, KNOWLEDGE, and SKILLS

- Leads and develops marketing plans for BCT Management's season-long programming and individual events including concerts, comedy, speakers, films and other special events.
- Develops and evaluates an annual marketing and communications plan that includes social media, print, radio, television advertising, digital content, and email marketing.
- Serves as organization's point person with local, regional and national advertising industry in making media buys, including radio and television.
- Oversees the development and design of high-quality print and electronic collateral including but not limited to annual reports, brochures, season programs, newsletters and show posters.
- Responsible for digital content for Buskirk-Chumley Theater's website, social media and email channels that lead to measurable increases in awareness of BCT brand and ticket revenue.
- Experience working closely and collaborating with colleagues to develop and implement strategies to meet the Theater's strategic direction and needs.
- Ensures brand identity messaging strategy is infused with all organization's efforts (namely programming and fund development) and mission of the Buskirk-Chumley Theater.
- Collaborates with Executive Director to develop annual budgets for marketing, communications and outreach.

- Assists all members of staff in ensuring all communications are culturally competent and reach diverse audiences.
- Guides strategy on press outreach, press releases, media kits, and development of expanded contacts with members of the media.
- Assists development staff with fundraising initiatives and events.
- Occasionally will represent the Theater at public events.

REQUIRED EDUCATION/EXPERIENCE and LICENSE CERTIFICATIONS

- Education required: Bachelor's degree in the areas of communications and marketing related field (e.g., marketing, business administration, management, advertising, journalism, and/or communications)
- At least three years' experience at a theater or similar non-profit organization, or similar role in a radio/TV station, marketing firm, advertising agency, or an equivalent combination of education and experience.
- Demonstrated experience, knowledge and skills in the successful development and execution of marketing campaigns and communications for a mission-based organization.

SUPERVISION RECEIVED

Receives broad administrative oversight under the direction of the Executive Director. Works within a framework of general policies and procedures. Collaborates with other colleagues to deliver project outcomes in line with mission of organization.

SUPERVISION EXERCISED

None

WORKING CONDITIONS

- Regularly sitting and performing various repetitive actions and extensive use of keyboards, mice monitors, and varied digital devices, requires using hands to finger, handling or feeling and repetitive motions.
- Frequently standing, walking, moving about on foot to accomplish tasks, and moving from one work site to another.
- Work has standard vision requirements; frequent speaking, vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels.
- Frequent to occasional travel, entering and exiting vehicles, driving, moving, and carrying materials to and from various locations.
- Occasional moderate lifting (25 lbs.) and infrequent heavy lifting (up to 50 lbs.). Assistance with excessive loads is required.
- Shared theater office working conditions; moderate exposure to office/maintenance chemicals (cleaning solutions, glue, paint, etc.).
- Occasional exposure to fluctuations in interior conditions such as noise and temperatures.
- May encounter exposure to outside elements, heat, cold, rain, snow, ice, etc. when traveling on theater business.
- Infrequent climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms.

- May experience conditions with music and noise at loud levels.

REASONABLE ACCOMMODATIONS STATEMENT

An individual must be able to perform, with or without reasonable accommodations, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Department:	Marketing
Reports To:	Executive Director
Benefit/FLSA Status:	Regular, Full-Time, Non-Exempt
Classification:	Director
Hours/Week:	40
Compensation:	\$40,000 - \$65,000 annually

Buskirk-Chumley Theater employees may be assigned to work on weekdays, evenings or weekends. BCT Management, Inc. remains open during local academic breaks and we are unable to accommodate extended absences, including those associated with semester breaks. BCT Management, Inc.’s work schedules adjust in response to changing operational needs.

This job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, assignments, or working conditions associated with this job.

BCT Management, Inc. is an equal opportunity employer and values diversity in its employees, patrons and community. We encourage applications from members of underrepresented minority groups.

BENEFITS

- Paid time off
- SIMPLE IRA contribution match after first year anniversary
- Group health plan.
- Access to free tickets to some shows at BCT.

Posted 11/15/2021, open until filled