

# Marketing & Communications Manager



Department	Marketing	Hiring Range	\$20 – 25/hour
Supervisor	Executive Director and Artistic Director	FLSA Status	Regular PT, Non-Exempt
Revised	December 17, 2021	Location	Santa Fe, NM

The Santa Fe Playhouse is seeking a Marketing and Communications Manager to work within the Marketing Department and serve a critical role through project management for the department, oversight of Santa Fe Playhouse’s digital properties, and general support of sales and patron engagement.

## LAND ACKNOWLEDGEMENT

We acknowledge that the place we now call Santa Fe is still recognized as Oga Po’geh, meaning White Shell Water Place. Thousands of years ago, it was a center for the communities of Northern and Southern Tewa (often identified as Tanos). The living memory and stories told by the people of Taytsúgeh Oweengeh (Tesuque Pueblo) hold profound meaning to this day.

## ABOUT US

Santa Fe Playhouse is a one-hundred year old startup. Founded in 1922 by Mary Austin and operating as a community theater for much of its life the company has been transitioning to a professional theater in the last eight years. The work of the Santa Fe Playhouse is the development, production, and presentation of exceptional live performances for residents and visitors of Santa Fe. With three types of programs; 1) Live performances on the historic main-stage, from original productions of classic, experimental, and new works, to guest artist presentations; 2) Educational opportunities, which develop theater skills and deepen appreciation of the craft of theater, and; 3) New work development, which results in new plays by local writers, from 10 min plays to full length dramas.

Santa Fe Playhouse is cultivating a more vibrant live arts scene in Santa Fe while providing education, job opportunities, and career pathways for residents.

## MISSION

As a cornerstone in its theatrical and artistic communities, Santa Fe Playhouse connects the artist with the audience. Through these interactions, the Playhouse engages in dialogue to examine, uplift, challenge, and heal through the visceral art of performance and storytelling.

## VISION

To make great theater. Santa Fe Playhouse’s professional standards and celebration of local diverse cultures will act as a catalyst, broadening our national recognition as a live arts destination.

## MORE ABOUT THE POSITION

This highly collaborative role will help ensure all content is on brand, engages audiences, supports sales goals/strategies and upholds Santa Fe Playhouse’s commitment to anti-racism, accessibility and equity. All employees are expected to center, model and champion the Santa Fe Playhouse’s core values of Artistic Excellence; Community; Equity, Diversity and Inclusion; and Fiscal Responsibility.

The Marketing and Communications Manager realizes the strategies of the artistic leadership team within the resources allocated by the company. In response to the pandemic, SFP is in a state of recovery and rebuilding. A successful candidate will have a flexible and involved approach to the work of every department at SFP.

## Specific Position Functions:

### Communications Responsibilities

#### 1. Public Relations

- Serve as a press representative for Santa Fe Playhouse productions, presentations and special initiatives, developing and executing strategies to increase awareness and drive ticket revenue through earned media.
- Research the plays to be produced each season, gather show-related information from internal sources, maintain a working knowledge of key messaging for every production and develop thoughtful story ideas.
- Cultivate strong relationships with local, regional and national media as well as outlets that serve historically underrepresented groups.
- Craft clear and concise press releases, pitches and invitations for dissemination.
- Coordinate interviews and photo shoots, accompany staff and artists to onsite and offsite press opportunities as needed, prepare talking points and provide basic media coaching.
- Maintain a working knowledge of the theater's programs, policies and personnel.
- Collaborate with stage management and production photographers to schedule and coordinate show photography, B-roll footage and special photo calls.
- Collaborate with members of the Marketing team to select production photos and B-roll clips for promotional use.
- Track incoming press ticket requests and greet press as they arrive for opening night performances.
- Respond to media requests for information or photography in a timely fashion.
- Research and coordinate external speaking opportunities for SFP leadership and staff.

#### 2. Writing and Editing

- Maintain a working knowledge of the Santa Fe Playhouse's Style Guide.
- Collect, fact-check and edit artist bios for print and digital publications.
- Draft copy for social media, patron-facing emails and website in collaboration with Artistic Director.
- Interview staff and artists and write original content for various print and digital publications.
- Transcribe and edit interviews with staff and artists.
- Draft or proofread internal and external communications.

#### 3. Administrative

- Maintain up-to-date media lists and contacts.
- Track, summarize and archive media coverage and distribute timely coverage to staff.
- Manage relationships with contracted photographers and archive incoming photo files.
- Field inquiries about Santa Fe Playhouse history, programming and participation in community/civic events.
- Conduct industry-related research and frequent fact-checking.
- Monitor the Santa Fe Playhouse's social media channels, responding to comments, questions or criticism using approved institutional talking points.
- Participate in department meetings to generate ideas for marketing plans and publications.
- Represent the Santa Fe Playhouse at community events and festivals (may include evenings and weekends).
- Capture behind-the-scenes photos of staff & artists at work and special events as possible.
- Complete other duties as assigned.

### Marketing Responsibilities

#### 1. Digital Strategy

- Lead social media strategy across platforms, including Facebook, Instagram, Twitter and YouTube, to increase sales, drive engagement and create awareness of Santa Fe Playhouse productions and initiatives.
- Drive email marketing strategy for the department and maintain a calendar for all patron-facing emails, including those from Development, Education and Professional Training, etc.

- Serve as the lead contact for the theater’s digital marketing agency, interfacing with account reps multiple times each week to develop, optimize and analyze paid campaigns, Google AdWords and Google Display advertising.
- Manage and maintain website to ensure accurate information and a positive user experience.
- Collaborate with a third-party website design/development firm, AudienceView/OvationTix and the Box Office to ensure seamless integration between website and ticketing software.
- Build and maintain site-wide SEO; evaluate and optimize SEO on an ongoing basis to ensure prime visibility and searchability for www.santafeplayhouse.org.
- Generate and analyze reports of website activity and identify trends in analytics.
- Monitor social media platforms on occasional weeknights and weekends, responding to comments and messages that require action; offer support to Digital Marketing Associate.
- Maintain and monitor Google My Business listings for the Santa Fe Playhouse and respond to reviews and comments on behalf of the organization.
- Research trends and best practices in digital marketing, and make recommendations for enhancing Santa Fe Playhouse’s digital presence.

## 2. Project Management

- Oversee the department’s project management platform to ensure all Marketing projects meet goals and deadlines as outlined.
- Serve as the theater’s main contact for all creative services requests, engaging with staff to accept incoming projects (copy, design, email, social, etc.), communicating project goals and deadlines to the creative services team, and delegating tasks as needed.
- Route proofs, track edits and send finals to print vendors or the requesting department.

## 3. Leadership and Supervision

- Hire, manage and supervise the Digital Marketing Associate to support the department.
- Actively participate in team building, fostering a work environment incorporating the values of Artistic Excellence; Community; Equity, Diversity and Inclusion; and Fiscal Responsibility.
- Support and develop direct reports by monitoring the quality of employee’s work; providing constructive feedback; facilitating conflict resolution among direct reports; ensuring adherence to legal and organizational policies and procedures and undertaking disciplinary actions if the need arise.

## 4. Administration

- Support the Artistic Director in execution of marketing plans and collaborate on marketing strategy to increase ticket sales.
- Create and maintain relationships with area businesses and organizations to support single ticket sales and further the Santa Fe Playhouse’s reach in the community.
- Maintain the SFP’s internal website, as directed by various department heads.
- Photograph Santa Fe Playhouse events and initiatives as needed and when possible (Santa Fe Playhouse to provide camera).
- Support and collaborate with other team members on a project-by-project basis.
- Maintain direct report’s timesheets, PTO requests and other personnel records.

Complete other duties as needed or assigned.

## Company-Wide Responsibilities

- Commit to Santa Fe Playhouse’s policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, engaging in EDI work at Santa Fe Playhouse, and furthering your own independent journey with anti-racism.

## Supervisory Responsibilities

- Responsible for providing employees timely, candid, and constructive performance feedback; developing employees to their fullest potential and providing challenging opportunities that enhance employee career growth; developing the appropriate talent pool to ensure adequate bench strength and succession planning; recognizing and rewarding employees for accomplishments.

## Qualifications/Skills:

### Experience:

- Prior experience in public relations, communications and/or journalism for a mid-sized org required.
- Demonstrated professional writing/editing experience required.
- Strong attention to detail, ability to write creatively and exceptional proofreading skills.
- Familiarity with local and national media landscape and understanding of journalistic practices.
- Ability to effectively communicate story ideas to reporters.
- Mid-level marketing experience working both independently and as part of a marketing team.
- Demonstrated experience managing email marketing campaigns for mid to large sized organizations.
- Experience managing a brand's social media platforms and executing paid and unpaid campaigns.
- Experience in website CMS management.
- Basic knowledge of SEO practices.
- Project management experience and working knowledge of digital marketing campaigns preferred.
- Basic photography skills.
- Basic event planning experience.
- Basic Google Analytics knowledge preferred.
- Sales experience preferred.
- Demonstrated competency in Google Workspace, MS Office (Excel, Word, PowerPoint), calendaring and screen-sharing/online meeting applications.
- Demonstrated history of working with people from diverse cultures, backgrounds and economic strata
- Demonstrated commitment to social justice

### Essential Knowledge, Skills, and Abilities:

- Demonstrated personnel and budget management experience;
- Excellent written and oral communication skills;
- Experience in the Santa Fe theater scene;
- Ability to align stakeholders towards common goals while negotiating competing priorities;
- Ability to maintain a positive attitude under pressure;
- Willingness and ability to make decisions in a fast-paced environment as and when needed in line with the priorities of the organization;
- Strong knowledge of Microsoft Office is necessary;
- Ability to occasionally work nights, weekends;
- High level of attention to detail;
- Sense of humor;
- Commitment to transparency and inclusivity.

### Other Skills or Qualities

The ideal candidate will want to be a part of a vital institution and possesses the leadership skills to represent the institution both internally and externally: experience in managing staff and interacting with artistic personnel; exceptional communication, written and verbal; excellent negotiating skills; experience in developing project budgets; highly organized with effective time-management skills.

### Benefits:

Health Insurance support package (Full time Employees) Continuing education opportunities. Paid Time Off Flexible work schedules and work location.	TICKETS Complimentary tickets to SFP productions Discounted tickets to hosted productions CLASSES Discounts to Playhouse Studios classes
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### **Working Conditions:**

- Normal Office environment.
- Extended viewing of computer screens.
- Some evening and weekend work required.
- Some travel required.
- Extended work on your feet.
- Santa Fe Playhouse is located in historic downtown Santa Fe and is air-conditioned, in a wheelchair accessible building, and in close proximity to public transportation

### **Equity and Inclusion:**

Santa Fe Playhouse strives to be an anti-racist, fully accessible, multicultural theater that is truly welcoming to all. Employees will:

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact.
- Participate in intentional learning efforts, including events relating to understanding institutional racism and building cultural competency and exhibit a commitment to diversity, equity and inclusion.

### **COVID Vaccination Policy:**

- As a condition of employment, Santa Fe Playhouse will require all who report to work on site (either at The Santa Fe Playhouse or any other workspace or performing location) to receive the COVID-19 vaccine.

### **TO BE CONSIDERED**

1. Submit a resume detailing related experience and education
2. Attached a cover letter that outlines how your related experience and education qualifies you for the position. You can address this letter to Colin Hovde. Please send to [submissions@santafeplayhouse.org](mailto:submissions@santafeplayhouse.org)
3. Include a writing sample (if relevant to the position)
4. Applications are reviewed on a rolling basis and the position is open until filled.

For the safety of our guests and staff the Santa Fe Playhouse requires all staff to be fully vaccinated against COVID-19. Documentation of current vaccination will be required if an offer of employment is made.

### Equal Opportunity Employer including disabled and veterans.

Individuals seeking employment with our organization are considered without regards to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, or sexual orientation.

### **Compensation Transparency:**

Santa Fe Playhouse recognizes that conversations about salary can be difficult and often lack transparency. In our commitment to working with top-tier talent we strive to provide pay and benefits that meet the market standards by leveling with industry peers to determine the pay range for each position. Where a given employee falls in that range is determined by experience and skill set. Santa Fe Playhouse works to administer a compensation and benefits program in a manner that is transparent, consistent, and equitable across the company.

### **Disclaimer:**

This job description is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position. All Santa Fe Playhouse employees may be required to perform duties outside of their normal responsibilities from time to time, as needed, to meet the ongoing needs of the organization.