

Communications Manager

Arden Theatre Company, Philadelphia, PA | www.ardentheatre.org

Position Title: Communications Manager
Department: Marketing
Classification: Full-time Exempt /40-hour week
Reports to: Director of Marketing and Communications
Location: On-Site. Not a remote position

About the Arden

Founded in 1988, Arden Theatre Company is a professional regional theatre that strives to offer the highest quality theatrical productions and educational programs to the artists, audiences, and students of Greater Philadelphia. Each year, we produce the Mainstage season as well as Arden Children's Theatre, the city's first resident children's theatre. From our productions that reach over 100,000 audience members each year, to our educational outreach programs that inspire and empower 6,000 students in schools across our region, the Arden stands out as a haven for shared stories and an important incubator for the creation of new work.

In our last full season, 2018/19, the Arden produced seven Mainstage and two Arden Children's Theatre productions, resulting in 503 performances that were seen by more than 107,000 people, continuing to be an important force behind the vitality of the Old City neighborhood and in Philadelphia's cultural landscape.

Position Summary

Arden Theatre Company seeks an experienced professional for a management position in the company. Reporting to the Director of Marketing and Communications, the Communications Manager is responsible for implementing awareness initiatives and supports a broad range of communication efforts. The Communications Manager will work with the organization's public relations agency to complete the designed campaigns. The Communications Manager will be responsible for press relations, promotions, and partnerships – including campaigns that include Old City District, Old City Dining Partners, Visit Philadelphia, Pennsylvania250, Greater Philadelphia Cultural Alliance & Theatre Philadelphia. The Communications Manager will participate in social media campaigns in cooperation with the Marketing Manager.

The Communications Manager reports directly to the Director of Marketing and Communications. This position requires evening and weekend hours.

Responsibilities include:

- **Planning and Implementation of press and publicity initiatives to maintain and grow the Arden's reputation within the community, region and nation**
 - Plans and executes each show's publicity timeline and plan alongside the Marketing Director and outsourced agencies
 - Pitches articles/stories to editors and reporters
 - Responsible for maintenance of the press kits, press re-caps, press clippings/archives, including the dissemination of photos for press and promotions
 - Manages and coordinates professional press photos
 - Researches and writes press releases, including compiling performer and executive bios
 - Secures and follows-up with reviewing press for performances
 - Coordinates and schedules publicity initiatives such as cast/crew interviews, photos and appearances

- Creates and updates comprehensive press and public relations contact lists
- Responsible for updating all listings for Arden programming
- **Plan, Create and execute social media initiative**
 - Oversees content creation and updates on Arden's Social Media platforms, including blog, Facebook, Instagram, LinkedIn, YouTube, communications and other new media as it arises
 - Coordinates, films and edits company videos and photos
- **Plan and Manage promotions and partnerships**
 - Manages First Friday partnerships and logistics
 - Oversees the Pay What You-Choose Program, acting as liaison with community groups and coordinating logistics of events alongside the Development Department.
 - Responsible for securing and maintaining Old City Dining Partners alongside the Development Department.
 - Responsible for planning and promoting Arden Young Friends alongside the Development Department
 - Responsible for planning and promoting Teen Arden alongside the Education Department
 - Oversees Stagebill Ad Sales
 - Coordinates internal and external promotional events as needed
 - Works in conjunction with the Artistic Department on select Audience Engagement initiatives
 - Manages comp and discount offers to address inventory management
 - Manages and maintains influencer relationships
 - Seeks and cultivates potential community partnerships alongside the Communications leadership
- **Department Related Responsibilities**
 - Participates in design process and the creation of the Marketing & Communication Plan alongside Department leadership, staff and consultants
 - Contributes to grant reporting and narratives as needed.
- **Staffing**
 - Supervises apprentices, interns, and marketing over-hire on projects.
- **Leadership**
 - Represents the Arden at community events as needed.

Experience and Qualifications:

Successful candidates will:

- Have 2-5 years public relations or related experience – willing to consider a wide range of professional backgrounds.
- Have video capture/editing and social media experience.
- Be an exceptional leader and collaborator with an ability to engage with a wide range of people.
- Have strong communication skills, with demonstrated success in motivating, directing, and managing staff, as well as experience in managing up; also have creative judgment, excellent problem-solving skills, and be detail oriented.
- Be willing and able to work flexible hours/days reflective of the dynamic schedule of a theatre which includes a variety of hours including evenings and weekends.

- Be someone with initiative, creativity, and a collaborative spirit. Must have the ability to work within a fast paced, dedicated management team—rolling up your sleeves must be a favored tactic.
- Express a passion for theatre and in the Philadelphia cultural community with a genuine interest in becoming a driver of the Arden's mission and vision.

Compensation

Compensation for this position is \$48,000-52,000/year.

The position is full-time/exempt.

The company provides Medical and Disability Insurance, a Flexible Savings Plan, a Defined Contribution Plan, as well as paid vacation, personal, and holiday leave.

Application Process:

Applicants should submit cover letter, resume, and three professional references to:
humanresources@ardentheatre.org.

Please include Communications Manager in the subject line.

Arden Theatre Company is an Equal Opportunity Employer committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, gender expression, veteran status, and any other characteristic protected by applicable law. Applicants from historically underrepresented groups in the theatre field are strongly encouraged to apply.

Arden Theatre Company has instituted a mandatory COVID-19 vaccination policy for all employees; the successful candidate must provide proof of vaccination prior to beginning work and must agree to adhere to all Arden Theatre Company's safety protocols.