



JOB POSTING

TITLE: Director of Marketing, The Zephyr Theatre

Salary Range

\$50,000-\$55,000 based on experience. Full time, flexible hours, access to all events/performances

Position Summary

Under the supervision of the Managing Director, the Director of Marketing develops and implements the advertising, marketing, and communications programs in order to build brand awareness, increase ticket sales, and ensure clear communications regarding a variety of matters. Manages online social media marketing (or Social Media Staff) and advertising for The Zephyr Theatre and works with volunteers and team members to implement a creative, innovative, and structured approach to marketing.

Director of Marketing Essential Functions

- Assist in the development of all strategic and tactical marketing initiatives and plans.
- Create and implement marketing/media plans that include print, online, and social networking opportunities.
- Conceive and write branded print and online advertising campaigns.
- Conduct market research to identify effective promotional methods and negotiate media contracts.
- Investigate new media opportunities (print, events, online, advertorials), negotiate rates, and book space.
- Traffic all advertisements to appropriate publications and online venues.
- Develop and maintain internal communication systems (newsletters, emails, corporate announcements).
- Create, maintain, and strengthen the overall brand in all forms of media (online, print).
- Manage print and other promotional vendors.
- Pursue free PR in newspapers, radio, TV, and magazines.
- Create both free and paid ads on Facebook, Instagram, etc. to our markets and build up our audience.
- Do strategic networking with similar businesses on both a state and local level, including getting those that offer fundraising assistance and a reciprocal link on our website.
- Setup to receive free organic ads on Google and Bing, and there is a cost for PPC (Pay Per Click) ads once a budget is established.
- Strategize use of Mail Chimp.
- Create posters/flyers/postcards for events.
- Provide and/or manage graphic design services.
- Manage the web content of the theatre's corporate website and subsidiary sites to ensure that they are current, dynamic, and relevant.
- Write, execute, and deploy email marketing campaigns and web content.
- Consider new ways to further develop the theatre's corporate site in order to make it a selling tool.
- Review web analytics and ad words campaigns on an ongoing basis and generate monthly reports regarding site traffic.
- Establish freelink on interested and like businesses websites.
- Create and periodically refresh customer sub-sites with relevant information including event calendars.

Education & Licensing

- Bachelor's Degree preferred

Experience

- 2+ years Graphic Design experience
- 1+ years experience representing corporations at trade events.

Skills & Knowledge Required

- Superior creative and technical writing skills.
- Keen eye for detail and ability to produce high quality content.
- Demonstrated experience in Internet architecture, direct mail, print and electronic advertising.
- Strong creativity and marketing skills. Ability to generate multiple and varied ideas.
- Ability to manage many moving parts and details at once.
- Organizational and time management skills. Ability to complete work within established time frames.
- Ability to prioritize and coordinate multiple projects and competing work demands. Ability to see the "big picture" while managing several small projects.
- Ability to work independently and be self-motivated.
- Ability to carry out instructions furnished in written or oral form.
- Excellent verbal communication skills.
- Ability to report work orally or in writing to supervisor as required.
- Positive interpersonal skills, including the ability to establish and maintain cooperative, courteous working relationships with others.

To Apply

Please submit a cover letter and resume, along with an indication of interest to: contact@stillwaterzephyrtheatre.org, or mail to Calyssa Hall, Executive Director, 601 Main Street N., Stillwater, MN 55082. Inquiries can be made by calling 651-342-1542.

The Zephyr Theatre is an equal opportunity employer, and encourages applications from individuals from all races, religions, and gender preferences.

About The Zephyr Theatre

Established in 2018 with the purchase of the Minnesota Zephyr Train Depot, The Zephyr Theatre has welcomed over 50,000 patrons through its doors. Offering a unique blend of professional theatrical and musical productions in an intimate setting, the theatre has produced numerous productions on its indoor and outdoor stages, as well as other notable sites within historic Stillwater, Minnesota. Since its founding as a non-profit 501(c)(3) organization, the theatre has expanded its offering to include youth education programs in a dozen area schools, and has produced numerous concerts, recitals, gallery openings, film screenings, and literary events. The facility is also rented out for public and private events. More recently, and to complement its full-service bar, it has added direct sales of consumer products through its TrainTrax Snacks trolley car.

Today, The Zephyr has established itself as a true gathering place for art and artists to create productions that are visually, acoustically, and artistically beautiful throughout the year, and promote the arts within the entire St. Croix River Valley and beyond. The theatre's primary target audiences include locals, visitors, and public and private organizations interested in theatre, art, music, dance, acting, and other performance art. The theatre's target markets include Stillwater and the surrounding communities, the bordering communities of Western Wisconsin, and the eastern suburbs of the Twin Cities. For larger productions and expanded programs, the greater Twin Cities area also becomes a target market.