



## **Marketing, Associate Director**

**The American Theatre Guild is a 501(c)(3) organization and the largest not-for-profit touring Broadway Presenter in the nation. We support Broadway seasons in several markets across the US. Our mission is key to what drives our organization, we are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities.**

**The American Theatre Guild is seeking a highly organized professional with a passion for performing arts to dive in to our Marketing, Associate Director in our Kansas City market.**

**Marketing, Associate Director will oversee all advertising, promotions, and publicity initiatives for all productions in all markets pursuant to budgets and schedules.**

### **Job Duties:**

- Present advertising, promotions, publicity initiative recommendations to Senior Director of Marketing and Sales.
- Coordinate the preparation of single ticket marketing plans including, but not limited to, advertising plans, publicity initiatives, community partnerships, promotions and on sale timelines. Present all campaign elements to Senior Director of Marketing and Sales for final review.
- Oversee the development of individual show email campaigns, work with Digital Marketing Manager, email team and copywriter on analytics, strategy and messaging.
- Supervise the Communications, Associate Director, Senior Advertising Manager and Digital Marketing Manager positions.
- Guide the evolving digital, email and social media strategies. Ensure strategic integration of digital marketing solutions and messaging.
- Support the Senior Director of Marketing and Sales with implementation of data driven sales strategies to achieve individual show revenue goals.
- Research audience and show demographic information to help shape marketing strategies.
- Build strong relationships with show's press agents, presenting venue staff, media and advertising representatives.
- Serve as primary ATGuild liaison to venue marketing staff to coordinate and/or implement collaborative marketing initiatives.

### **Requirements:**

- Bachelor's degree or equivalent work experience
- Seven or more years related experience in marketing, advertising, communications or equivalent combination of education and experience
- Two or more years hiring, managing, and developing teams

### **Knowledge, Skills & Abilities**

- Experience working with data and applying insights to drive results.
- Media buying and/or publicity experience preferred.
- Outstanding communications skills—oral, written and presentation
- Excellent organizational skills with the ability to multi-task; prioritize effectively
- Outstanding proofreading and editing skills
- Goal oriented; is proactive taking initiative as needed to successfully meet goals
- Able to work effectively in a collaborative team environment
- Outstanding project management and planning skills
- Understanding of email and social media platforms/software
- Proficient with Microsoft Office, Google Suite and Adobe Creative Suite
- Passion for performing arts and live entertainment