



Communications Specialist

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 play a leading role as a Communications Specialist in our Kansas City market and handle social media for all markets. The ideal candidate for this position will have experience managing relationships with members of the media, the ability to generate publicity for The American Theatre Guild, plus extensive social media experience.

Job Duties:

Publicity:

- Assist with managing and executing publicity strategies for Broadway shows presented at Music Hall and the Kauffman Center
- Build and maintain good relationships with media organizations
- Collaborate with press agents: identify pitches, key media outlets, and key messaging
- Maintain current media list of primary and secondary arts and entertainment contacts
- Manage all aspects of advance publicity and in-town press: pitch interviews with Broadway talent; submit interview requests to press agents, schedule talent and interview times, coordinate transportation for cast when needed
- Accompany cast during in-town press interviews
- Develop ongoing relationships with key influencers
- Oversee all Press Night needs, including managing invitation lists and reviewers
- Recommend and assist with planning special press events/appearances
- Provide press recap per show
- Assist with writing news releases and media advisories
- Assist education team in publicizing programs and events

Social Media:

- Manage all market social media channels for The American Theatre Guild
- Implement strategies to grow social media followings and increase engagement. Provide regularly reporting and analytics.
- Research and stay current on social media trends, platforms and strategies
- Create content calendars for each show, partnering with show press teams for approval. Schedule posts in accordance with calendars.

- Plan content calendars for each market, promoting season tickets, holidays, or other fun events during the year. Schedule posts in accordance with calendars. Minimum requirement is two posts per week.
- Reference show press kits for social assets, utilizing relevant materials and creating or requesting additional graphics as necessary.
- Create initiatives and request press content for additional engagement on social media channels (show event listings, contests, IG Takeovers, Cast Shout Outs, etc.).
- Partner with venues to provide social content for social media (content calendars, IG Takeovers, and Cast Shout Outs).
- Create monthly reporting (analytics) for all social media accounts.
- Manage Influencer partnerships in each market. Provide content and track posts.

Requirements:

- Bachelor's degree or equivalent experience
- Four or more years related experience or equivalent combination of education and experience

Knowledge, Skills & Abilities

- 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
- Negotiation skills
- Outstanding project management and planning skills
- Computer skills using Microsoft Office, plus other industry specific software programs
- Passion for performing arts and live entertainment