



T H E A T E R

## **JOB DESCRIPTION**

Title: **Marketing Manager**  
Salary: \$25.00 per hour  
Hours: Varies – Includes evenings, weekends and holidays as needed  
Part Time: Non-Exempt  
Reports To: Executive Director

## **SUMMARY**

The Marketing Manager acts as brand steward and is responsible for all marketing aspects of the Alberta Bair Theater. Duties include working with ABT Programming Director to best position events to maximize earned revenue as well as working closely with other staff members, such as the Executive Director, to promote Alberta Bair Theater in the greater community.

Knowledge of the performing arts as well as previous experience in a fast-paced marketing environment is required. As a representative of the theater, this person must have excellent positive communication skills, strong project management abilities, attention to detail, good humor, and maintain a professional “on camera” appearance. This person must be a team player and work collaboratively with staff, community members, and various stakeholders to ensure the success of ABT. This position is required to work flexible hours, including some nights and weekends. In addition, the Marketing Manager must possess strong computer skills and be comfortable working with Adobe Creative Suite, Microsoft Office Suite, Word Press, and have experience with email platforms to quickly learn Dot Digital. Experience with the ABT ticketing system, Spektrix, is a plus.

To apply email a letter of interest and resume to: Jan Dietrich, Executive Director  
[abt@albertabairtheater.org](mailto:abt@albertabairtheater.org)  
Subject Line: Marketing Manager

## **RESPONSIBILITIES AND DUTIES INCLUDE**

### **1.0 Marketing/Public Relations**

- 1.1 Position ABT events strategically in media outlets (broadcast, print, digital), whether they are paid (advertising), earned (in-kind sponsorship advertising) or owned (eblasts), to drive robust ticket sales.
- 1.2 Maintain (and grow) a solid base of series subscribers who are champions of the theater.
- 1.3 Oversee ticket face for each ABT presented event and coordinate pre-sales and public on sales.
- 1.4 Oversee ABT website and social media channels, keeping them relevant.
- 1.5 Oversee ABT Brand standards, internally and externally.
- 1.6 Identify opportunities to share the ABT story to a bigger audience. This includes writing press releases for each ABT presented event and for institutional announcements such as new board members, etc.
- 1.7 Cultivate and maintain positive relationships with regional media outlets, local media program directors, vendors, and stakeholders.
- 1.8 Oversee production of collateral in all its forms (series brochure, playbill, season preview video).
- 1.9 Oversee advertising in the ABT playbill to achieve revenue goals.
- 1.10 Oversee production and coordinate schedule for venue assets: marquee, front of house lobby monitor, live feed video screens.
- 1.11 Coordinate playbill inserts for ABT presented events.
- 1.12 Obtain playbill advertisers to hit or exceed budget revenue goals.
- 1.13 Coordinate VIP M&G Opportunities and act as House Photographer
- 1.14 Manage and adhere to budget for series and single ticket sales.
- 1.15 Liaison with renter's marketing contacts for any, and all, of the above per ABT policies and rates.

### **2.0 Additional Duties**

- 2.1 Advise and assist Executive Director with development of annual budget.
- 2.2 Supervise and mentor support staff, interns as needed.
- 2.3 Attend staff meetings and venue trainings as required.
- 2.4 Keep accurate records and budgets.
- 2.5 Promote ABT programming within the community.
- 2.6 Assist in other areas of theater operations as directed by the Executive Director.