



Position Title: Marketing & Communications Director Date: 09/13/2021
Division/Dept: Operations FSLA Status: Exempt
Reports: Executive Artistic Director Classification: 100% FTE

Company Mission:

Since 1941, the historic Hillbarn Theatre has served the San Francisco Bay Area by embracing this founding ideal: “To create theatre with the community, for the community.” Hillbarn Theatre produces (minimum of) six (6) MainStage performances, two school year Conservatory productions, and four summer Conservatory productions per season.

Job Summary:

The Director of Marketing and Communication is responsible for creating a welcoming atmosphere for the community and will oversee Hillbarn’s promotion and communication efforts to drive ticket sales, build brand awareness and foster a community of donors and supporters.

The job’s responsibilities include developing an overall marketing strategic plan, promotion calendar, campaigns and events, and measuring the return on investment of various promotion and communication methods. This role will be proactive in generating creative ideas and executing on them. The successful candidate sees no task as too big or too small and will do what it takes to get the job done.

The Duties and Responsibilities:

- Create and maintain a successful brand and image that attracts the community to Hillbarn productions, conservatory activities, promotional events and programs
- Review current marketing trends and communications to determine the effectiveness of different styles and strategies
- Work with both the Marketing and Development/Gala Committees to develop successful strategies and campaigns that attract new ticket holders, cultivate patrons, and nurture our current supporters.
- Collaborate with other executives to make high-level decisions regarding the budget and the direction of Hillbarn
- Research competitors to stay current with similar productions or services in the market
- In collaboration with team leads, create a rolling 6-month marketing plan and calendar that promotes Hillbarn productions, conservatory classes, fundraising events and donor programs.
- Coordinate marketing calendar with staff and board committee members responsibilities to create synergy (Marketing and Development/Gala Committees)
- Facilitate tasks with staff and consultants if needed
- Analyze promotion and communication results in comparison to the marketing budget in order to determine the profit margin and which campaigns were most effective
- Develop marketing materials: flyers, posters, etc.
- Work with team for social media posts and Hillbarn website updates



- Pitch and present to the community about Hillbarn programs
- Ensure consistent quality across all the content
- Continuously analyze our marketing performance (what worked, what didn't) and create a course of action
- Design and write all press releases, and be a liaison between the organization and the press.

Qualifications:

- Bachelor's in management or equivalent area of study (highly desired, but not required)
- 3 years of experience in a theatre setting
- Branding and Marketing skills
- Excellent communication skills, both written and verbal
- Knowledge of all social media platforms
- Friendly and energetic personality
- Team player
- Ability to work under pressure
- Organized and excellent in planning and execution
- Problem-solving skills
- Conflict-resolution skills
- Self-starter requiring minimum supervision
- Highly proactive
- Analytical mind
- A great eye for design
- Detail-oriented
- Dedicated to personal development and growth

Physical Requirements:

An employee in this position will be required to lift, push, or pull up to 50 pounds.

Special Job Requirements:

- Evenings and weekend work will apply.
- Must be able to work within a shared office/shop environment where the organization is paramount.

Hillbarn Theatre is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Please submit your cover letter and resume to jobs@hillbarntheatre.org