June 16, 2020

Job Posting

Job Title: Communications Manager (Salaried, Non-Exempt)

Organization: Pasadena Playhouse
Department: Marketing & Communications
Reports to: Director of Marketing & Communications

About the Playhouse: Pasadena Playhouse is one of the top regional theaters in the country and the State Theater of California. Under the leadership of Producing Artistic Director Danny Feldman, we present a full season of artistically innovative productions and engaging educational outreach activities to nearly 150,000 Southern California residents annually in our two spaces: the 643-seat main stage theater and the 99-seat flexible Carrie Hamilton Theater. By focusing on the creation of great productions, the expansion of educational and outreach programs, the development of new plays, and the creation of innovative programs and platforms to build community, the Playhouse will continue to be a leader in the theater industry.

About the Position: Pasadena Playhouse is looking for an exceptional individual to oversee the planning, creation and execution of content across all platforms. The Communications Manager helps shape the stories we tell through multiple channels including on-site materials, press and media, program content, website, digital, social, video, photo, and more. This position manages all social platforms and engages with fans/patrons continually. Must have the ability to work nights and weekends as needed.

Responsibilities:

- Engage the entire staff in content planning and execution
- Be the digital face of the Playhouse; engage in social media and email dialogue on current trending topics related to the theater. Cultivate relationships with social media influencers
- Produce regular content across all platforms and social media channels including audio/visual content, interactive content and social content
- Work directly with the agency of record to create pitches, organize interviews, plan press opening events and track results
- Manage the overall email schedule and work with the marketing team to ensure effective communication. Assist with designing and sending service-related email campaigns.
- Execute all website updates/changes in both WordPress and TNEW (online ticketing platform)
- Manage all internal photo and video needs for the organization
- Monitor, track and report on all activities related to the position. Mine data for trends, anomalies and actionable items
- Other duties as assigned to support the needs of the department and the organization.
Minimum Qualifications and Competencies:

**Education/Experience:** Bachelor's degree or equivalent work experience. Two or more years in communications and digital marketing. Proficiency in G-Suites, WordPress, Social Media Platforms and Microsoft Applications. Experience with Tessitura preferred. Ability to work with and support a team.

**Supplemental Functions:** Perform other duties as assigned. The employee is occasionally required to lift and/or move up to 15 pounds.

**Working Conditions:** No major sources of discomfort, standard office environment; regular exposure to video terminal displays. The noise level in the work environment is usually quiet. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Compensation:** Compensation is commensurate with experience and ability. Benefit package include medical, dental, life insurance coverage and PTO. Start date is immediate.

**To Apply:** Please email cover letter, resume, and salary requirements to kkelly@pasadenaplayhouse.org. Candidates who do not submit all requirements will not be considered. No phone calls please.

*We work to maintain a positive environment for our employees, where people can learn, grow and thrive with the company. We strive to provide a collaborative, creative, transparent workplace where each person feels encouraged to contribute to our processes, decisions, planning and culture.*

The Pasadena Playhouse is an Equal Opportunity Employer.