



*Taproot Theatre tells stories of hope, serving the Pacific Northwest through live theatre and educational programs.*

**Communications Manager Job Description**

<b>Department:</b> Marketing	<b>Pay Range:</b> \$27-\$30/hour
<b>Supervisor:</b> Director of Marketing	<b>Status:</b> Full time, hourly-non-exempt, benefits eligible
<i>Job Description Revised March 2025</i>	<b>Location:</b> Seattle, WA
<i>Desired Start Date: Immediately</i>	<i>Position Open Until Filled</i>

**Position Overview:** The Communications Manager reports to the Director of Marketing and collaborates with staff and artists across all levels of the organization. This role is responsible for developing and executing communication strategies that engage the press and audiences, driving ticket sales, enrollment, and bookings for Taproot’s performances and educational programs. Additionally, the Communications Manager strengthens Taproot Theatre Company’s brand awareness and public visibility through strategic storytelling, media outreach, and audience engagement initiatives, with a strong focus on digital communications, social media, and email marketing.

**Primary Areas of Responsibility**

- Media and Public Relations:
  - Manage media relations and implement all PR initiatives, including press lists, press releases, media pitches, photos, and story development. Secure media coverage across traditional, digital, and influencer outlets while maintaining a comprehensive PR editorial calendar
  - Oversee press ticket distribution, digital press kits, and greet critics at performances
  - Monitor, archive, and assess media and influencer coverage to measure impact, and manage the press area of the website
- Patron Communication:
  - Develop and manage content for company communications, including show programs, newsletters, social media, and email marketing. Craft targeted content that engages different audience segments and builds long-term relationships with patrons
  - Collaborate across departments to write, edit, refine, and proofread materials such as brochures, direct mail, and email campaigns, ensuring clarity, engagement, and brand alignment
  - Work with marketing, development, and box office teams to maintain and update website content
  - Track the performance of communication efforts across social media, email campaigns, and media coverage, using analytics to refine strategies and improve outcomes
  - Assist in promoting events, performances, and outreach initiatives to maximize visibility and audience engagement
- Other Responsibilities Include:

- Collaborate with the marketing team to develop and execute creative PR strategies that enhance visibility and foster audience engagement
- Read all play selections and attend opening nights and other select events
- Participate in weekly marketing and company meetings and complete other duties as needed

**Required Qualifications/Skills:**

- A genuine interest in theatre or performing arts, and alignment with Taproot Theatre's mission and values
- 3 to 5 years of relevant experience in communications, marketing, or public relations, ideally within the nonprofit or performing arts sector
- BA in Journalism, Communications, Public Relations, English, or a related field, or equivalent experience
- Proven ability to produce high-quality, engaging written content across various formats, from marketing copy to storytelling
- Strong command of grammar, punctuation, and style, with the ability to infuse personality into brand communications
- Experience with visual design tools such as Canva, with a strong understanding of design principles for creating on-brand social media posts, email designs, and other marketing materials in collaboration with a graphic designer
- Highly organized and able to manage multiple projects simultaneously with strong attention to detail and adherence to deadlines
- Strong interpersonal and communication skills for collaboration across departments and with external parties, including media outlets
- Skilled in social media best practices and trends, with experience in growing and engaging audiences on various platforms. Experience managing editorial calendars and encouraging interdepartmental content contributions
- Experience with website content management systems (such as WordPress), email platforms (such as MailChimp, Wordfly), and basic HTML for content updates
- Ability to quickly learn new tools and techniques and stay current with emerging trends. Able to work productively with minimal oversight

**Preferred Qualifications/Skills:**

- Experience with Tessitura or other CRM systems for audience engagement and data-driven marketing
- Familiarity with Google Ads and Analytics and social media management tools to track performance and optimize strategies.
- Demonstratable ability to develop and execute proactive PR and marketing strategies, driving engagement and supporting organizational goals alongside the Director of Marketing.

**Equity & Inclusion:** Taproot Theatre is working to become an anti-racist organization which prioritizes accessibility, transparent communication, and humanity to foster a space of belonging for all. As part of this work, employees will participate in regular trainings and discussions and be asked to support anti-racism and accessibility initiatives and policy changes, as part of their scope of work. To that end, Taproot Theatre seeks employees who demonstrate initiative to expand their own learning and competency within these areas in order to meaningfully participate in dismantling institutional racism, bias, and other systems of oppression which permeate our industry.

**Faith Statement:** Taproot Theatre Company is incorporated as both a non-profit theatre and a religious organization. Our organization operates outside of church oversight and across denominations. Only staff at or above the director level are asked to confirm their Christian faith. Taproot staff at all levels participate in corporate prayer, but may choose not to participate in these customs. Taproot staff represent a diversity of backgrounds and faith traditions.

**Physical Requirements:** This position requires frequent sitting or standing, manual dexterity to operate phones, computers, and other office equipment; strong command of the English language with the ability to be understood. The work takes place in multiple environments including the Taproot office, theatre, and occasional offsite venues. Must be available on evenings and weekends as needed for performances and events. Occasional work-from-home hours available as negotiated with supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

**To Apply:** Submit the following to Daytona Danielsen, Director of Marketing at [daytonad@taproottheatre.org](mailto:daytonad@taproottheatre.org)

- Cover letter
- Resume
- Portfolio showcasing ability to create visually appealing, on-brand content for email campaigns, social media, and written materials, highlighting versatility in writing style
- Three professional references

*Taproot Theatre does not discriminate on the basis of race, color, religion, sexual orientation, sex or gender identity, age, citizenship, national origin, veteran status, marital status, mental, physical, or sensory disability, or any other protected and otherwise underrepresented groups of individuals.*