



*Celebrating 45 Years*

*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> \$20-\$22/hour
<b>Supervisor:</b> Director of Marketing	<b>Status:</b> Full time, hourly-non-exempt, benefits eligible
<i>Job Description Revised September 2021</i>	<b>Location:</b> Seattle, WA
<i>Desired Start Date: Early October</i>	<i>Position Open Until Filled</i>

**Position Overview:** The Communications Manager reports to the Director of Marketing and works with staff and artists at all levels of the organization. This person creates and implements communication strategies for both press and audiences and works to create “buzz” that supports tickets sales, enrollment, and bookings for Taproot’s performance and educational programs as well as promoting broad awareness of Taproot Theatre Company.

### Primary Areas of Responsibility

#### Press:

- Manage media relationships and implementation of all PR initiatives including press and media lists, photo and interview requests, story development, press releases, media pitches, and follow-through with artists and media outlets.
- Seek out and create opportunities to place stories in all types of outlets from traditional to emergent media.
- Coordinate complimentary press tickets, digital and physical press kits and greet critics at all performances.
- Maintain press archive and manage all press areas of the website.
- Work with Director of Marketing and Creative Design Manager to make press photos widely available.
- Track and archive all media and influencer coverage.
- Coordinate with Theater Puget Sound to provide access and information for the annual Gregory Awards.

#### Patron Communication:

- Produce, develop, and manage content and workflow for external company communications, including the Encore program, patron newsletters, email blasts, social media and marquee copy. This includes working with the Director of Marketing, Literary Manager, department heads, and others to determine strategy and create content.
- Work closely with the Director of Marketing to write copy for marketing materials including brochures, direct mail pieces, email campaigns, and the Taproot website.
- Coordinate with Director of Marketing, Creative Design Manager, and Box Office Manager to update and maintain website. This includes, but is not limited to, updating and maintaining content for all areas of Taproot’s programming.

#### Other responsibilities:

- Read all play selections and attend each show within the first week (invited dress, previews or opening).
- Proofreading all Patron and Press facing materials.
- All members of the Marketing Team attend weekly marketing and company meetings and participate in other marketing duties as needed and assigned.

## Qualifications and Skills

### **Required Qualifications/Skills:**

- Compatibility with Taproot Theatre's mission and values.
- BA in Journalism, Communications, Public Relations, English, or equivalent experience in marketing communication.
- Excellent communication and interpersonal skills, both written and verbal including editing and proofreading abilities. Must be a creative thinker with adept storytelling skills.
- Fluent in social media platforms including Facebook, Instagram, Twitter, LinkedIn, TikTok and comfortable creating appropriate content for each.
- WordPress or other website platform experience.
- A passion for theatre or other performing arts.
- Ability to work independently on multiple projects at one time with strong organizational skills.

### **Preferred Qualifications/Skills:**

- Minimum 1-year relevant experience.
- Familiarity with InDesign, Photoshop, and the Adobe Creative Suite.
- Experience with MailChimp, Wordfly, or another email communication platform.
- Video editing experience.

**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 parachurch organization. A parachurch organization is a Christian faith-based organization which works outside of church oversight, and across denominations, while carrying out its mission. Currently, all permanent Taproot staff participate in corporate prayer and self-identify as Christians. Seasonal workers and guest artists may choose not to participate in these customs and represent a diversity of faith traditions and backgrounds. Taproot Theatre welcomes folks of other faith traditions who are comfortable working in a Christian environment to apply for all open positions and does not discriminate on the basis of religion.

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

**Public Health:** Taproot Theatre Company requires every employee, volunteer, and contractor to present proof of vaccination against COVID-19. Proof of vaccination can be vaccine card (copy or photo accepted), WA state immunization printout, or verified medical record printout from medical provider.

To apply, submit a cover letter and resume to Nikki Visel, Director of Marketing at [nikki@taproottheatre.org](mailto:nikki@taproottheatre.org).

*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.*