## **VIRGINIA REPERTORY THEATRE**

Marketing Manager

**Virginia Repertory Theatre**, Central Virginia’s largest non-profit, professional theatre company with four performance venues and an educational touring arm is seeking a full-time **Marketing Manager**. A key member of the Marketing team, this position supports marketing efforts across the organization. The Marketing Manager is a salaried position reporting to the **Director of Sales**. For more information about Virginia Rep, visit our [website](http://www.va-rep.org/history.html).

**Primary Job Responsibilities**

* Assist the Director of Sales on the development and execution of all marketing, advertising, and sales campaigns for **Virginia Rep**, its mainstage productions, tour programming, educational programming, fundraising and special events.
* Manage social media content development, scheduling, and implementation across all SM platforms. Design strategies to grow social media following and increase engagement. Provide regular performance reporting and analytics on SM channels.
* Oversee content creation and scheduling for weekly E-News, and other email marketing campaigns using WordFly. Track and report email analytics/results for all email campaigns.
* In partnership with the Graphic Designer, assist in the creation and management of marketing collateral and assets including advertising, digital media, print collateral, and photography and video assets.
* Maintain relationships with outside vendors/contractors including advertising agencies, graphic designers, communications/PR, photographers and videographers.
* Collaborate with the Director of Sales to conduct and analyze market and audience research to forecast trends, capture demographic / behavioral data, monitor perception of **Virginia Rep’s** brand, its productions/programs, and evaluate progress against goals.
* Additional duties as assigned.

**Job Requirements**

* Minimum 2-4 years of marketing and/or advertising experience. Experience in theatre or performing arts preferred but not required.
* Strong social media skills/knowledge across multiple platforms required. Experience with elevated use of social media (maintaining institutional voice, scheduling posts, and ad creation) preferred.
* Experience creating in Canva, WordFly, Adobe CS and/or similar design software.
* Demonstrated proficiency in Microsoft Office Suite and/or Goggle Workspace
* Photography and/or videography experience (shooting and editing) is a plus
* Strong oral and written communication skills. Meticulous attention to detail.
* Ability to efficiently manage a wide range of tasks in a fast-paced environment.
* Must be available to work a flexible schedule, including some evenings and weekends.

Please send a cover letter, resume, work samples, and 3 references to employment@virginiarep.org with the subject line (your last name) – Marketing Associate.  No phone calls please.

This position is eligible for vacation and sick leave, participation in company health, life, dental and vision insurance plans, as well as our retirement plan with company match. **Starting salary is $38,000-$40,000 annually, commensurate with experience.**

Virginia Repertory Theatre is an equal employment opportunity employer committed to equitable and inclusive hiring practices and constructing an environment centered around anti-racist and anti-oppressive practices in our daily business. We invite applicants of all identities to apply as we continue to build a strong and diverse staff that represents our whole community.