

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

JOB DESCRIPTION

Marketing and Communications Manager *Full-time, Exempt*

Position Overview

The **Marketing and Communications Manager (MCM)** is responsible for the digital marketing and communications at California Shakespeare Theater (Cal Shakes). Reporting to the Director of Marketing, the MCM serves all of the organization's programs including: a summer season at the Bruns Amphitheater and year-round education, community engagement, and digital programs offered throughout the Bay Area and online. The MCM is responsible for managing Cal Shakes' digital platforms (social media, email, and website) and executing internal/external public relations activities while working closely with the Marketing team to create Cal Shakes' marketing, brand, and communication strategy.

Equity, Diversity, and Inclusion (EDI) Statement: At Cal Shakes, we believe that equity is a practice. Our actions--both onstage and off--can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We endeavor to dismantle systemic bias by actively including, reflecting, and creating opportunities for our diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.

Essential Duties and Responsibilities

Digital & Social Media Communication

- Manage social media sites such as Facebook, Twitter, Instagram, and YouTube
 - Create and implement a social media strategy and digital marketing plan, using regularly sourced analytics and current best practices
 - Maintain the “voice” of the company, adjusting the tone as appropriate for different channels
 - Regularly post content to appropriate sites using proper hashtagging to ensure digital platform integration
 - Monitor activity, respond to posts, and interact with followers
 - Keep current on social media trends and developments
 - Regularly track and analyze social media impact and engagement across all platforms
- Manage and maintain website and make updates as necessary in collaboration with outside consultant
- Manage the relationships with external graphic, video, and digital ad consultants

Communications and Brand Development

- Work closely with Marketing team to develop and implement media campaigns for the organization and specific shows
- Shape public perception and increase visibility and awareness of Cal Shakes and all of its programs through development, execution, and refinement of brand identity
- Develop key institutional messaging in collaboration with the leadership team
- Coordinate with Marketing and Development teams on audience development and outreach events
- Assist Managing Director with development of internal communications and messaging to staff, board and internal stakeholders
- Write, create, curate, and copy-edit all external Cal Shakes communications including a weekly eblast

Publicity and Public Relations

- In accordance with annual Marketing plan, pitch features to both local and national press
- Write and distribute all press-related correspondence to appropriate media outlets including, but not limited to: News releases, Calendar listings, PSAs, and publicity and production photos
- Collaborate with the Artistic team on all photo shoots, interviews, and any other artist media relations
- Cultivate and maintain effective relations with media and act as contact for all press opportunities, and field media requests
- Maintain updated press archives
- Coordinate speaking engagements and serve as company spokesperson where appropriate
- Attend community civic and cultural events; represent Cal Shakes as needed

Qualifications:

You are an ideal candidate if you:

- Share a respect for a diversity of backgrounds and voices
- Enjoy working in a creative, collaborative, fast-paced atmosphere and contribute to the creation of a positive work environment
- Are proactive, flexible, self-disciplined and reliable
- Have a precise attention to detail with strong written and verbal communication skills
- Have a facility with technology and social media platforms
- Are invested in staying on top of marketing, branding, advertising trends and advances
- Are energized by developing creative ways to promote and uplift the work of Cal Shakes and our partner organizations
- Have prior marketing experience
- Are a team player and also able to take the lead on project management and execution

- Preferred skills, but not required: graphic design, video editing, and/or web design with wordpress.

Special Environmental Factors

- Cal Shakes is an open-air theater with a 3-acre campus in the Berkeley/Orinda hills. This position will require participation in outdoor events at the Theater.
- Work at the theater includes exposure to sunlight, and hot and cold weather for extended periods of time. Some areas are wheelchair accessible, other areas have uneven surfaces and there is a long incline path into the Theater (also accessible by car, but this access is restricted during performances).
- This position will include both remote (work from home) and in-person work in shared workspaces at the Theater. Home internet access is required.
- Occasional weekends and evenings required, especially during summer season.

Supervision

Reports to the Director of Marketing

Compensation

This is a full-time, year round position. Salary range is \$50-55k

Benefits include health insurance (base plan 100% covered by Theater), dental and vision insurance (employee contributes), life insurance (100% covered by Theater), 2 weeks (10 days) vacation, and 10 paid staff holidays.

Cal Shakes is a fully vaccinated workplace. Full vaccination is required of all employees with exemptions made for sincerely held religious beliefs and medical exemptions.

This position will be open until filled.

Please submit cover letter and résumé to:

Email Kyle Fischer, General Manager, kfischer@calshakes.org with “Marketing and Communications Manager” in the subject header

About Cal Shakes

Description: Through our outdoor performance venue in Orinda with and community programs throughout the Bay Area, Cal Shakes expands access to and relevance of the arts by fostering a participatory culture among a diversity of audiences, artists, and learners throughout the Bay Area. California Shakespeare Theater strives for an inclusive work environment and works to actively embrace a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.

Mission: Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.

California Shakespeare Theater is an Equal Opportunity Employer and has an inclusive work environment that actively embraces a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.