



January 26, 2015

Position: Marketing & Communications Manager

Description: Company One Theatre seeks a visionary, talented and self-motivated individual to significantly enhance the organization's audience growth

Be part of Company One Theatre's successful artistic collective and provide a strong voice that will help grow C1 audiences and shape the future of the organization. This is a full-time exempt position, responsible for:

- Having a vision for expanding the organization's reach and audience size, how to reach that vision, and what resources are needed to do it
- Developing and executing a strategic, innovative, and comprehensive organizational marketing plan, including:
 - all stage productions, community engagement efforts, and education programs
 - strategic thinking around audience segmentation and targeted marketing
- Increasing the size of Company One Theatre's audience base and generating individual ticket sales
- Strategic growth of *The Company Card* program, C1's membership program
- Developing and executing audience tracking systems and marketing/engagement metrics
- Supervision of Engagement staff and a part-time Marketing Associate
- Generating Group-Sales and fostering long term group-sale relationships
- Management and/or creation of all company collateral (brochures, postcards, etc.), website, video content, press pitches and press releases
- Working with the C1 Board of Directors to help engage the board around marketing efforts
- Reporting to the Managing Director

Qualifications:

- Passion for Company One Theatre's mission, audience and programming a must
- 3-4 years of experience in marketing and public relations preferred
- A high energy, creative, self-starter, who can work both independently and collaboratively with a team
- Strong interest and knowledge of social media outlets
- Excellent verbal, writing and copyediting skills
- Management experience preferred
- Excellent interpersonal skills including working with the public
- Comfortable with and excited by new technology, software, and web-based platforms
- Comfortable with non-traditional management and work structures
- Proficiency with Adobe Creative Suite preferred
- Experience with Salesforce preferred
- Ability to work a flexible and variable schedule depending on organizational events and needs, possible weekend and evening hours

About Company One:

Company One Theatre was founded in 1998 to integrate Boston audiences, challenge the city's social divides and foster a new generation of theatre-makers and theatergoers. Since then we have become a nationally renowned, award-winning theatre company in residence at the Boston Center for the Arts. Our mission is to change the face of Boston theatre by uniting the city's diverse communities through innovative, socially provocative performance and developing civically engaged artists.

How to apply:

Please email cover letter and résumé -

Attention: Sarah Cohan, Human Resources Manager

Subject line: MARKETING MANAGER POSITION

Email Address: Employment@CompanyOne.org

