

Costume Designer (Full-Time)

Department: Business

Reports To: Executive Director

Status: Full-Time, \$55,000 Annually, Salaried (Exempt)

Position Summary

The Marketing Director is responsible for leading the strategy, execution, and oversight of all marketing, public relations, and audience engagement efforts for Asheville Community Theatre (ACT). This position supports the organization's mission and visibility through consistent messaging, community-focused storytelling, and integrated promotion across platforms. The Marketing Director plays a central role in shaping the public experience of the theatre's programming.

Key Responsibilities

- Develop and implement annual and seasonal marketing strategies aligned with organizational goals and the programming calendar.
- Manage all marketing, publicity, and audience communications for Mainstage productions, Education Department classes and productions, the Autumn Players Readers Theatre Series, Late Night programming, the Summer Play Series, and special events.
- Create and maintain the theatre's brand identity across all print, digital, and in-person channels.
- Oversee digital content and manage social media platforms, email marketing, and website updates.
- Write and distribute electronic newsletters and press releases.
- Manage playbill production and advertising coordination.
- Serve as the primary point of contact for media and community event publicity.
- Collaborate across departments to ensure consistent and effective messaging.
- Manage the annual marketing budget and monitor campaign performance.
- And other marketing duties as assigned.

Schedule & Time Expectations

- Standard weekday business hours with some evening and weekend work required for performances, events, and media opportunities.
- Deadlines tied to the production calendar will require flexible time management, particularly around show openings and major announcements.

Required Skills

- 3+ years of experience in marketing, communications, or public relations.
- Excellent writing, editing, and storytelling skills.
- Proficiency in Canva, Adobe Creative Suite, Mailchimp, WordPress, and social media platforms.
- Experience with brand management, campaign development, and print production.
- Strong organizational and project management skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Commitment to accessible, inclusive communication.

Desired Skills

- Familiarity with PatronManager or similar CRM platforms.
- Basic photography and video editing skills.
- Experience in the nonprofit arts sector.
- Knowledge of the Asheville media landscape and community organizations.

Organizational Culture & Expectations

- ACT values collaboration, flexibility, and a shared commitment to community-driven theatre.
- The Marketing Director is expected to contribute to a positive, inclusive, and mission-aligned workplace culture.
- Participate in organization-wide events, meetings, and team initiatives.
- Maintain a consistently positive, cooperative, self-motivated, and professional attitude.
- This is a hands-on position with creative ownership over messaging and promotional strategy, supported by cross-functional team collaboration.
- Communications should reflect ACT's dedication to accessibility, equity, and connection with diverse audiences.