

**Job Title:** Marketing Manager

**Location:** Asheville Community Theatre, Asheville, NC

**Reports to:** Executive Director

**Position Type:** Full-time (\$40,000/Annually)

**Overview:** Asheville Community Theatre (ACT) is seeking a creative and dynamic Marketing Manager to join our team. This role will primarily focus on marketing (80%) and also take on responsibilities related to outreach coordination (20%). The ideal candidate will have a passion for the arts, a strong background in marketing, particularly in social media management and content creation, and experience in community outreach. This position is key to driving engagement and expanding the reach of ACT through strategic marketing initiatives and community outreach.

**Primary Responsibilities (80%):**

- **Social Media Management & Content Creation:**
  - Develop, execute, and manage ACT's social media strategy across multiple platforms, ensuring consistent brand messaging and engagement with our audience.
  - Create compelling visual and written content for social media, website, newsletters, and other marketing channels using tools such as Canva and Adobe Suite (Photoshop, Illustrator, InDesign).
  - Monitor and analyze performance metrics to optimize content and strategy.
- **Newsletters & Press Releases:**
  - Write, design, and distribute regular newsletters to subscribers, ensuring clear communication of upcoming events, performances, and other ACT news.
  - Draft and distribute press releases to media outlets, managing relationships with journalists and influencers.
- **Advertising, Community Calendars & Playbill Management:**
  - Develop and execute advertising campaigns across various media, including digital, print, and broadcast, to promote ACT productions and events.
  - Maintain and update ACT listings on community calendars, event platforms, and other relevant online and offline directories.
  - Oversee the creation and management of playbills for all productions, ensuring they are informative, visually appealing, and align with ACT's brand standards.
- **Typical Marketing Duties:**
  - Collaborate with the Executive Director and other team members to develop and implement marketing strategies that align with ACT's goals.
  - Manage the marketing budget, ensuring effective allocation of resources.
  - Oversee the design and production of promotional materials such as posters, flyers, and programs.

## **Secondary Responsibilities (20%):**

- **Outreach Coordination:**
  - Assist in organizing and promoting ACT's presence at local events and festivals, ensuring visibility and engagement within the community.
  - Attend community events and represent ACT, fostering relationships with local organizations and potential partners.

## **Qualifications:**

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field, or equivalent experience.
- Proven experience in social media management, content creation, and marketing strategy.
- Strong writing and communication skills, with the ability to craft compelling narratives and press releases.
- Proficiency in Adobe Suite (Photoshop, Illustrator, InDesign) and Canva, with an emphasis on design and visual storytelling.
- Experience with digital advertising and performance analytics.
- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.
- Passion for the arts and a commitment to the mission of Asheville Community Theatre.
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## **Preferred Qualifications:**

- Video editing and photography experience is a plus!
- Experience in the nonprofit sector, particularly in the arts.
- Knowledge of the Asheville community and local media landscape.
- Experience with playbill creation and management.

**How to Apply:** Interested candidates should submit a resume, cover letter, and portfolio of relevant work to [eli@ashevilletheatre.org](mailto:eli@ashevilletheatre.org).

**Asheville Community Theatre is an equal opportunity employer and welcomes applicants from all backgrounds.**