

Job Description: Theatre Relations Coordinator Franklin Civic Operetta Association's (FCOA) Barrow-Civic Theatre

Job Title: Theatre Relations Coordinator of the Franklin Civic Operetta Association's Barrow-Civic Theatre.

Reports to: The Theatre Relations Coordinator reports directly to the Executive Director.

Purpose of Job: The purpose of the Theatre Relations Coordinator is to assist the Executive Director as a coordinator for all production and marketing needs of the theatre. The Theatre Relations Coordinator will build and maintain positive relationships among the show Producers, FCOA Board of Directors, the BCT staff and the community through the management of daily show production, correspondence, marketing & advertising endeavors.

Working Conditions and Environment:

Hours and Facility: The Theatre Relations Coordinator position is a non-exempt, hourly position. Due to the nature of the position, the Theatre Relations Coordinator will be required to work additional hours and occasional evenings and weekends in order to cover his/her responsibilities. Considerable flexibility is required. The Theatre is a public building with regular office hours. In addition, there are many evening and weekend events held in the building. The coverage of such is directed by the Executive Director.

Office: The Theatre Relations Coordinator maintains an office space at the Barrow-Civic Theatre facility.

Knowledge and Skills Required:

Education: Associate Degree or equivalent required. Professional theatre training is preferred, but not required.

Technology Skills: The Theatre Relations Coordinator must have knowledge of brand development and multichannel marketing systems. Experience with Wordpress website management and Adobe Creative Suite is a plus, but not required. Must also have general computer knowledge.

The Theatre Relations Coordinator should have a working knowledge of the in-house business machines such as copier and phone system, as well as eagerness to learn new software such as PatronManager, Salesforce, and Google Suite. Training will be provided.

Management and People Skills: The Theatre Relations Coordinator is a direct representative between the public and theatre. Outgoing personality, interpersonal skills, verbal and written communication skills are essential. The Theatre Relations Coordinator must possess the ability to multitask and work

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collaboratively with the theatre staff, Board of Directors, outside agents and local businesses in a positive, detail-oriented manner. He/she is responsible for multiple projects at the same time, and must prioritize and manage workflow to meet deadlines. He/she must be personable and friendly.

Artistic skills: The Theatre Relations Coordinator must have strong creative, strategic planning, and time-management skills. He/she is responsible for ongoing management of all print and online advertising for the theatre, as well as meeting the needs of the production team for each show.

The Theatre Relations Coordinator should have knowledge of vocabulary and requirements related to producing a show. It is desirable that the Theatre Relations Coordinator have a general vocabulary of the technical equipment for lighting, sound and backstage.

Licensure: The Theatre Relations Coordinator must be able to pass background checks in accordance with Nonprofit status, liquor license, games of chance and other job related duties as necessary. It is desirable that the Theatre Relations Coordinator holds First Aid and CPR certificates. RAMP certification scheduled as needed.

Primary Responsibilities:

- ❖ Oversee the production of event-specific materials including logos/artwork, posters, programs, merchandise, advertisements, etc. (Design services contracted out as needed.)
- ❖ Oversee the production of all general advertising materials including flyers, monthly newsletters, brochures, direct mail, signage, etc. (Printing services contracted out as needed.)
- ❖ Coordinate the distribution of all marketing materials. (Social Media, email, print, etc.)
- ❖ Develop content for and manage the theatre's website and social media accounts. (Work with contracted Web Host & Developer as needed.)
- ❖ Manage other digital advertising including mass marketing emails, video ads, and the theatre's marquee.
- ❖ Gather information for the promotion of events and projects.
- ❖ Work with newspapers, printers, Chambers of Commerce, and other local businesses.
- ❖ Regularly evaluate current marketing trends to improve and expand outreach.
- ❖ Set-up events, subscriptions, discount codes, etc. in Patron Manager (or current ticketing system).
- ❖ Assist Box Office with daily ticket sales and transactions as needed.
- ❖ Respond to phone calls and visitor needs.
- ❖ Performs other duties as assigned by the Executive Director.

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