



Transport Group Theatre Company  
Freelance, Part-time Marketing Manager Job Description  
July 1, 2019

### Organization

Transport Group (“TG”) is a not-for-profit, off-Broadway theatre company in New York City that stages new works and re-imagines revivals by American writers. Our visually progressive productions of emotionally classic stories explore the challenges of relationship and identity in modern America. Founded in 2001 by Artistic Director Jack Cummings III, we have produced 30 mainstage productions, including plays and musicals, new works and revivals. We are the recipients of a special Drama Desk Award for our “breadth of vision and presentation of challenging productions” as well as a special citation from the New York Drama Critics’ Circle and an Obie Award for continued excellence in New York Theatre.

### Position

Transport Group seeks a freelance, part-time Marketing Manager to join our team. This individual will work closely with the Executive Director and in collaboration with the Artistic Producer and Development Manager. The Marketing Manager will also work closely with and provide direction to TG’s Communications Associate. The weekly hours required will vary, dependent on where we are in our production/event process. The position will likely average 25 hours/week. Working remotely is certainly possible but an ideal candidate will be able to commit to spending a portion of their time in our office each week.

The Marketing Manager will provide a strategic eye for the marketing of TG’s shows and events, both in messaging and in timeline management. The Marketing Manager will direct all of TG’s marketing and communications needs -- with particular emphasis on managing our productions’ revenue. Aspects of the marketing department include digital advertising, overseeing all social media platforms, facilitating outreach for shows, overseeing website maintenance and email blast communications, and directing and managing company communications across all media (i.e., photo, video, press, social media, etc). The Marketing Manager will oversee marketing/advertising/communications strategy for TG’s two mainstage productions, annual gala, seasonal online auctions and annual one-night-concert.

### Roles and Responsibilities

- Dive into the content of our programming and company aesthetic, and sculpt a messaging/branding strategy for each production or event. Evaluate these strategies in-progress, modifying as needed
- Develop a marketing/advertising calendar for each production or event including timing and content of press releases, social media postings, communications, etc



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- Manage an ad spend within a given budget, including digital advertising, eblasts, banner ads, etc.
- Target audiences with advertising via Facebook Ads/Analytics, monitoring the performance of ads and honing in on niches with highest return/ROI rates
- Work with TG's graphic designer to design show artwork and marketing and advertising assets
- Collaborate with the Artistic Producer and TG's press rep (Don Summa of Kornberg Assoc) to facilitate all press needs
- Identify targeted audiences and niche groups specific to each production or event – generate group sales to students, affinity groups, etc, focusing on efforts to further diversify our audience
- Analyze audience engagement progress/activity to share successes and challenges with donors, grantors and the community
- Supervise building TG's productions in OvationTix (TG's platform) or working with each venue's ticketing outlet to launch ticket sales
- Regularly monitor TG's ticket sales, implementing the use of discounts, papering services, and dynamic pricing as-needed for each performance
- Supervise and monitor maintenance of the TG website
- Direct the Communications Assoc in developing content for and execution of social media plans
- Direct the creation of videos as-needed for promoting productions and the company; coordinate video and photo shoots to create marketing/content assets
- Participate in regular marketing update meetings with the TG staff to evaluate and modify strategies and activities as-needed

### Qualifications

The ideal candidate will have a minimum of 5-10 years of experience working in a marketing-related capacity with a non-profit theatre company. This person should be excited by the opportunity to have a big impact at a growing, ambitious and well-regarded, off-Broadway theatre company. This candidate must exhibit passion for enhancing and maintaining the company's branding and aesthetic as an accurate and



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exciting reflection of the company's artistic output. The ideal candidate possesses ruthless attention to detail, excellent oral and written communication skills, a resourceful and creative approach to problem solving, self-directs their daily work output, demonstrates calm, flexibility and creativity in the face of adversity, has a great sense of humor, agrees there's no sweeter sound than the words "Standing Room Only," and feels ready to take Transport Group to the next level, increasing our visibility and growing our audiences.

Knowledge of and proficiency with the Microsoft Office Suite and Google Docs is required. Knowledge of and experience with digital advertising such as Facebook advertising and Google Ad Words is a major plus. An understanding of – or the facility to quickly learn the basics of – WordPress/Divi Builder, MailChimp, OvationTix software, movie editing software (i.e., iMovie, Premier, Final Cut Pro) and design software (i.e., Adobe Suite) is a plus.

The successful candidate must have a passion for working in the Off-Broadway theatre community.

### **Compensation and Benefits**

TG offers a salary competitive with similarly-sized organizations.

### **Applications and Inquiries**

Please submit a letter of interest with your resume to: [jobs@transportgroup.org](mailto:jobs@transportgroup.org).