



Transport Group Theatre Company
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 full-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 co-supervise TG’s Marketing & Admin Associate (hiring for this position will happen in collaboration with the new Marketing Manager).

The Marketing Manager will manage and direct all of TG’s marketing and communications needs -- with particular emphasis on managing our productions’ box office sales and maximizing box office revenue -- with the goal of raising TG’s profile in the off-Broadway community, strengthening our company branding and building and expanding our audiences. The Marketing Manager will direct and manage all aspects of the marketing department including digital advertising, marketing collateral and printed materials, overseeing all social media platforms and directing content strategy, targeting groups and facilitating outreach for shows, overseeing website maintenance and email blast communications, and directing and managing all company communications across all media (i.e., photo, video, press, social media, etc).

Roles and Responsibilities

Marketing & Advertising Strategy

- Develop a marketing/press/digital advertising/social media plan for each production or event
- Work with TG’s graphic designer to design show artwork and marketing and advertising assets
- Execute marketing plans with support from the Marketing & Admin Associate, keeping spending within the advertising budget
- Engage and work with external ad agencies and media outlets as-needed
- Direct the design and printing of marketing materials as-needed



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- Collaborate with the Artistic Producer, TG's press rep (Don Summa of Kornberg and Assoc) and TG's photographer(s) regarding the timing and content of press releases, promotional photo shoots, production photo shoots
- Hire and direct/supervise photographers and videographers as-needed for events, productions and the creation of social media or other advertising content
- Develop and execute a social media strategy for the company and for each production or event, supervising the Marketing & Admin Assoc to develop content, create a posting schedule, etc.
- Regularly monitor and evaluate plans in-progress, reporting on progress and modifying plans as-needed for maximizing results

Engaging & Building Audiences

- Collaborate with the TG team and board to develop inclusion strategies for reaching more diverse audiences
- Create and direct a plan for engaging audiences for each production or event
- Identify target audiences and niche groups specific to each production or event – generate group sales to students, affinity groups, etc
- Collaborate with the Development Manager and Board of Directors to schedule and produce TG Artists Salons, promoting TG productions and artistic activity
- Collaborate with the Development Manager to create “surround events” for each production such as talkbacks, panels, cocktail parties, etc
- Report and communicate on audience building strategies, activities and progress to share successes and challenges with donors, grantors and the community

Box Office Oversight

- Direct and supervise building TG's productions in OvationTix (TG's box office platform) or working with each venue's box office to launch ticket sales; continue to monitor TG's box office presence to ensure accuracy
- Regularly monitor TG's box office sales, implementing strategic dynamic pricing throughout each production to maximize box office revenue
- Implement strategies for discounts, papering, targeting audiences, etc. as-needed for each performance, in order to maximize box office revenue and seat filling
- Maintain close communications with the box office staff to implement dynamic pricing, discounts, etc as described above
- Depending on the venue: hire, train and supervise the box office management staff for each production or event

Communications & Social Media

- Develop a calendar/content strategy for eblasts (Mailchimp), mailings or other communication/marketing campaigns
- Develop a calendar/strategy for social media content and posting
- Supervise and monitor maintenance of the TG website, ensuring content is always up-to-date and current



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- Direct the Marketing & Admin Assoc in developing content for and execution of communication and social media plans
- Direct the creation of videos as-needed for promoting the company, including for TG's annual gala

Branding & Other Projects

- Maintain the voice/aesthetic of the company across all digital and social media platforms; ensure TG's visual branding is aligned with TG's mission and aesthetic
- Collaborate with the TG team to produce events (i.e., one night concerts, opening nights, donor events, artists salons, annual gala, etc) with particular emphasis on the event's branding, communications, videos, press, etc
- Strategize and oversee the execution of marketing and social plans related to TG's online auctions
- Supervise the maintenance of TG's library of photo and video assets
- Collaborate with TG's Development Manager and Executive Director to create collateral needed for grant applications, board meetings or annual reports
- Participate in TG season/company planning via regular staff meetings, retreats and strategic planning sessions

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 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, finds deep satisfaction in a sold-out house, and feels ready to take Transport Group to the next level in increasing our visibility and growing 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 -- HTML, MailChimp, OvationTix software, movie editing software (i.e., iMovie, Premier, Final Cut Pro) and design software (i.e., PhotoShop, InDesign) is a plus.

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



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Compensation and Benefits

TG offers a salary competitive with similarly-sized organizations.

TG is currently evaluating healthcare benefit programs to be implemented during the current fiscal year (July 1, 2019-June 30, 2020). Details about the healthcare benefits program will be available by September 2019.

Applications and Inquiries

Please submit a letter of interest with your resume to: jobs@transportgroup.org.