



Marketing and Communications Director

About True Colors

True Colors Theater Company is a nonprofit regional theater company based in Atlanta, GA. Our mission is to celebrate the rich tradition of Black storytelling while giving voice to bold artists from all cultures.

Job Description

We are seeking a Marketing and Communications Director to join our dynamic team. The role is responsible for all aspects of institutional and programming marketing, managing and executing the brand, marketing and communication strategies.

Essential Duties and Responsibilities

Strategic Planning

- Work with leadership team on the development of annual plans; including leading brainstorming and development of strategies to support company and brand key objectives
- Collaborate with education, programming, development, connectivity, sales and leadership to create goals and strategies for new and existing programs and initiatives
- Create and implement KPI's and best practices for marketing department and third-party agencies; clearly identify objectives, target audiences, and timelines of deliverables
- Create and manage marketing department budget to ensure each season's appropriate fulfillment and resource allocation
- Ensure the timely meeting of deadlines for effective advertising, promotion, and communications to secure and single ticket sales

Media Relations

- Oversee writing and distribution of press releases, media alerts, press kits, and other materials
- Develop and maintain SOPs related to public relations activities to ensure that expectations are aligned, and teams are clear on proper procedure
- Collaborate with PR agency to pitch and secure national, regional, and local print, web, and

- broadcast media placements
- Cultivate and maintain great working relationships with members of the national, regional, and local media specializing in the arts, theater, and multicultural media partners
 - Develop and maintain True Colors' media database, target lists and crisis communication protocol

Team Leadership and Agency Oversight

- Lead and manage agencies, department employees, vendors/contractors, and supplemental staff to ensure True Colors brand remains on strategy.\
- Oversee the development of production season concepts, content, assets, and timelines.\
- Work with departments to develop written copy for monthly newsletter, promotional assets, website and all other copy writing needs.\
- Manage PR agency relationships.\

Monitor, Reporting, and Infrastructure

- Distribute big media hits as they occur to internal and external stakeholders
- Distribute month-end reporting that includes a roundup of media hits, upcoming coverage, active pitches, digital and social analytics, media visits planned, etc. Oversee implementation of all updates needed to the True Colors website
- Ensure clippings files are maintained and press hits are kept up to date on the website
- Aid in the collection and archiving of social media content

Education and Experience:

1. Bachelor's degree in marketing, public relations or communications from an accredited college or university
2. Minimum 5+ years of progressively responsible experience in non-profit marketing with communication skills ideally with multi-cultural marketing experience
3. Proven track record in performing well in a fast-paced environment and organizational skills to manage multiple projects with tight deadlines effectively
4. Should have an in-depth knowledge of brand management and a working knowledge of traditional and non-traditional media
5. Must have a track record of managing and executing successful brand marketing strategies, programs, and agencies
6. Experience researching and participating in the development of proposals to advance business objectives and partnerships
7. Must have experience successfully managing multiple budgets to ensure campaigns are timely and financially accurate

Knowledge/Skills/Abilities

- Supports the mission, vision and strategic goals of True Colors to serve both internal and external customers
- Excellent verbal and written communication skills, interpersonal, organizational, and time management skills
- Ability to write and develop content as needed to support marketing campaigns
- Proven leadership and management capabilities
- Participates as a team member utilizing a collaborative style to achieve mutual goals.
- Timely follow up and ability to adhere to deadlines
- Excellent communication skills demonstrated through clear, concise verbal and written communication
- Ability to maintain good working relationships with media, team members, third party agencies and vendors, and guests
- Ability to act as ambassador of True Colors and demonstrate confidence in knowledge of the history, brand values, vision, and direction
- Proficiency in public relations best practices
- Ability to identify opportunities for improving company infrastructure as it relates to brand communications and to develop plans, offer solutions and implement strategies
- Holds existing relationships with media outlets, press contacts, ambassadors, and influencers of culture
- Has an understanding of the Arts and Theater industries

All True Colors Staff Members:

- Support and promote the Company's mission
- Accept shared accountability for the success of True Colors Theatre Company
- Serve as Ambassadors for True Colors locally, regionally and nationally
- Comply with theatre's policies and procedures
- Maintain open lines of communication with peers, managers and direct reports
- Assist in the planning and implementation of special events
- Attend staff meetings
- Perform other duties as assigned.

True Colors is an equal opportunity employer.

Please send cover letter and resume to admin@truecolorstheatre.org. No calls, please.