

POSITION DESCRIPTION (updated September 2022)
ASSOCIATE DIRECTOR OF MARKETING & COMMUNICATIONS



POSTING DATE: n/a
STATUS: Full-Time
REPORTS TO: Director of Marketing and Communications

ABOUT ROUND HOUSE THEATRE

Round House is a theatre for everyone. We enrich our community through bold, outstanding theatrical and educational experiences that inspire empathy and demand conversation. We work toward equity, diversity, and inclusion across all aspects of our organization; we highlight voices that have been historically misrepresented and under-resourced by the theatre field; and we ensure that our work is accessible to patrons of all ages, cultural backgrounds, economic groups, and physical ability. Our [organizational values](#) include a [commitment to be an anti-racist](#), anti-sexist organization. We actively encourage people from a variety of backgrounds with different experiences, skills, and stories to join us and develop our working practice. *Bethesda Magazine* named Round House Theatre as one of the [Top Places to Work](#), based on the results of employee surveys. Round House takes pride in its “people first,” inclusive, and transparent work environment.

Round House Theatre is one of the “Big Six” professional theatres in the Washington, DC area, with “a renovation matching [its] upgrade in recent years as a purveyor of dramatic art” (Peter Marks, *The Washington Post*). A nonprofit professional LORT theatre with an annual budget of more than \$8 million located in suburban Washington, DC (Bethesda and Silver Spring, MD), Round House produces a six-show season of new plays, modern classics, and musicals for more than 50,000 patrons each year at its newly renovated 350-seat theatre in Bethesda in addition to providing educational programs for more than 5,000 students of all ages at its six-classroom Education Center in Silver Spring, in schools throughout Montgomery County, and at the Bethesda theatre.

JOB SUMMARY

The Associate Director of Marketing and Communications provides essential support to the fast-paced department by spearheading project management of all deliverables, maintaining the RoundHouseTheatre.org website, overseeing the creation of digital content, adhering to and maintaining the organization style and brand guide in all materials, and assisting the Director of Marketing and Communications with the creation and implementation of communication and sales strategies. In all functions, the Associate Director is expected to contribute a high degree of creativity and initiative while upholding the Round House brand and standards across all channels.

ORGANIZATIONAL STRUCTURE

The Associate Director of Marketing and Communications reports to the Director of Marketing and Communications, supervises the Graphic Designer, and co-supervises the Arts Administration Apprentice.

ESSENTIAL DUTIES & RESPONSIBILITIES

Marketing Strategy & Project Management

- Collaborate with Marketing and Communications department on the creation and implementation of communication and sales strategies, as well as post-campaign analysis

- Execute projects according to marketing plans created for/by marketing and communications, development, and education departments (including editorial, design, sales, digital, et. al.)
- Work with Associate Director of Sales and Audience Services to ensure proper segmentation for direct mail and email marketing campaigns, creating customer lists as needed
- Maintain workflow for department via project management software, ensuring all work is completed on schedule
- Oversee outside vendors on large-scale projects (printers, mail house, etc.) while ensuring deadlines are met
- Work with all other departments on design and marketing projects, serving as interdepartmental liaison

Website & Digital Marketing

- Maintain and update the RoundHouseTheatre.org website, ensuring sales channels are optimized and content is up to date with all departments
- Create content calendar for all website updates including performance information and calendar, events, programs, news, and other editorial content
- Build and send promotional emails for all departments
- Stay up to date with Tessitura (CRM) and Wordfly (email software) updates and best practices, suggesting and implementing changes accordingly

Graphic Design

- Direct supervision of graphic designer(s) on projects
- Route materials for proofing and compile edits across all departments to streamline design process
- Assist with creating digital graphics as needed, based upon the workload of the Graphic Designer (based on skillset)
- Adhere to, maintain, and enhance the organizational style guide and brand standards

General

- Participate in department planning and tactical meetings; participate in cross-departmental meetings
- Attendance at special events and additional duties as assigned

QUALIFICATIONS

- Evidence of maturity, drive, and enthusiasm
- Ability to handle multiple tasks and strategic thinking in a deadline-driven, multi-task environment
- Strong writing, editing, presentation, organizational and interpersonal skills; detail-oriented a must
- Experience with CRM systems (Tessitura strongly preferred), email messaging programs, and MS Word products (Word, Excel, PowerPoint, others)
- Creativity and resourcefulness
- Enthusiasm for collaborative team workplace; willingness to perform all functions of the job
- Self-starter with ability to independently initiate and follow through with opportunities
- Familiarity with, and interest in, theatre and/or arts and culture strongly preferred

**Where the qualifications are described in terms of formal education or direct work experience, prior experience in a relevant field, as determined by the theatre, may be substituted*

SALARY & BENEFITS

- Salary: \$55,000-\$60,000
- Health insurance: Choice of fully-funded HMO or optional PPO
- Dental, Life and Long-Term Disability Insurance
- Generous paid time off, including annual, personal, and sick leave

To apply, please submit a cover letter and a resume to jobs@roundhousetheatre.org with “Associate Director of Marketing & Communications” in the subject line.

Round House is an Equal Opportunity Employer and strongly encourages applicants from diverse backgrounds. Round House is especially interested in candidates with backgrounds and experiences that have prepared them to be a leader in Round House’s commitment to equity, diversity, inclusion, and accessibility.