



Marketing & Communications Manager

Broadway Grand Rapids is seeking a savvy, strategic and collaborative marketing professional to join our team!

Organization Summary:

Broadway Grand Rapids (BGR) was established in September of 1988 with a mission to bring the very best of national touring Broadway productions to Grand Rapids. The Broadway series, sponsored since 2010 by Fifth Third Bank, has included nearly every major title to hit the stage from *Les Misérables* and Disney's *The Lion King* to *Wicked* and *Hamilton*. Broadway Grand Rapids is dedicated to nurturing the cultural landscape of the community and contributing to the professionalism, status, vision, and heart of Grand Rapids. BGR aims to entertain, educate, and engage diverse audiences across West Michigan and create an environment where all community members feel welcome. In 2019, Broadway Grand Rapids entered into a partnership agreement with Broadway Across America. The relationship enhances the opportunity to present the most current shows from New York to Grand Rapids helping to make Grand Rapids a destination city full of cultural opportunities.

Job Summary:

The Marketing and Communications Manager is responsible for managing all facets of Broadway Grand Rapids' marketing, promotions, public relations, media buying, content management and communication efforts. Successful candidate will be a motivated, organized, resourceful and creative self-starter who is able to manage multiple projects and changing priorities on a tight deadline.

Essential Duties and Responsibilities:

- Strengthens BGR's brand, image, and voice in the Grand Rapids community with target consumer audiences and community partners.
- Creates fully integrated marketing plans (digital advertising, traditional advertising, and promotional) to help sell season tickets and tickets to individual shows. Proactively monitors and adjusts initiatives as needed to ensure sales are reaching maximum potential. Provides reporting, ROI, and analytics for campaigns.
- Responsible for budgeting the annual season ticket campaign and managing individual show marketing budgets and timelines. Allocates and tracks budget and prepares settlements and required back up to each individual touring show.
- Implements and monitors BGR's digital footprint by creating content and overseeing and managing all social media platforms, website, and email communications.
- Leads public relations efforts to generate significant earned media coverage. This includes drafting compelling pitches and press releases to garner coverage in local and national press across mediums as well as building and maintaining relationships with key media and influencers.
- Oversees "Press Opening" performances which includes inviting local media and maintaining a press list, distributing comp tickets, providing reviewers with current photos, releases and any cast changes for the press opening performance.
- Schedules advance and in-town press with actors and accompanying cast members to TV and radio interviews, as well as promotions, events, in-school visits, etc.

- Provide reactionary publicity support/crisis management for issues such as weather delays and cancellations or any show-related issue that may cause negative perception of the show's brand or BGR's brand.
- Oversees program ad sales and design of collateral materials including playbills and season subscription brochures.
- Event planning as needed and the ability to conceptualize ideas and coordinate details on special projects. Liaison to Board of Directors Marketing committee.
- Support Group Sales with marketing and sales messaging for individual shows and season efforts.
- Execute Sponsor agreements including marketing materials fulfillment, while also creating opportunities for unique promotions and special offers for the Sponsor partners.
- Works collaboratively with partners at Broadway Across America and the DeVos Performance Hall staff at ASM Global to maximize ticket sales, drive growth and increase patron engagement.
- Manages volunteers and interns

Preferred Qualifications:

- Bachelor's degree in marketing, communications, business or relevant field.
- 5 years experience in consumer or event marketing, communications, public relations or other related field.
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform, and motivate.
- Demonstrated knowledge in social media management (including but not limited to Facebook, Twitter, Instagram, TikTok).
- Exceptional communication skills with ability to build rapport and strong interpersonal relationships. Ability to deliver clear and concise written and oral communication.
- Experience creating and maintaining budgets using Microsoft Excel.
- Solid knowledge of Adobe Creative Suite. Experience with InDesign is preferred.
- Ability to see diverse perspectives and have a commitment to the organization's EDI (equity, diversity, and inclusion) efforts.

Key Competencies:

- Drive and passion to work collaboratively with others towards a common goal that benefits the team.
- Creativity in implementing new approaches and processes to achieve organizational goals.
- Organization and the ability to develop procedures that help to deliver desired outcomes within allotted timeframes.
- Customer Focused attitude and the willingness to help solve customer needs, wants, and expectations.
- Results Orientation and a willingness to take ownership of situations and prioritize tasks to achieve goals.

Compensation:

Compensation is commensurate with experience. Benefits include paid time off, health & dental insurance, and parking.

To Apply:

Please submit a cover letter and resume to BroadwayGrandRapids@bwaygr.org

Broadway Grand Rapids is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.