



Job Description

Position: Associate Marketing and Communications Director

Department: Marketing

Reports to: Director of Marketing

The Associate Marketing and Communications Director is responsible for the organization and management of PCPA's communications including website updates, collateral marketing materials, press releases, video, podcast and social media and other administrative duties as required. This position is a vital link to the community and must have superior interpersonal skills with the ability to interact effectively and productively with the community and local business leaders, new media, and the public at large. This position will support the Director of Marketing in the successful achievement of ticketing goals.

At PCPA we believe that diversity makes us stronger, enriches our art, and is a source of joy. We believe that our understanding of the principles of Equity, Diversity, and Inclusion must continually grow and be actively practiced in our behavior and relationships. We will maintain a safe and welcoming working environment, free from any aggressions, and will interrupt behaviors that hinder our efforts to create an equitable, diverse and inclusive environment. We will make space for open communication that enhances relationships with all staff and community members, particularly those belonging to historically marginalized groups. PCPA is committed to anti-racism and prohibits discrimination against anyone based on factors including, but not limited to: race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing. We commit to serving our community by inspiring our current audience, cultivating our future audience, and preparing the next generation of theatre professionals.

Essential Functions:

- Develop, foster and maintain positive “working relationships” with and between PCPA and the local media representatives and organizations;
- Responsible for aggressively positioning PCPA to local, regional and national media for sales and image enhancement purposes;
- Provide guidance and direction to staff in meeting with and responding to the media;
- Serve as the official liaison person for the authorized/official distribution;
- Lead logistical planning for called meetings with the media (news conferences, television taping, etc.);
- Maintain a cooperative awareness of professional protocol and publication timelines;
- Maintain records of all news releases;



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- Responsible for the art direction and distribution of publicity photographs and other graphic displays required by the media.
- Prepare and disseminate news releases;
- Responsible for the editorial in all PCPA publications such as programs and newsletters;
- Oversee, at the direction of the Director of Marketing, the design and updating of PCPA's website.
- Provide other departments with existing photos and slides (for advertisements, brochures, catalogs, grant applications etc.) as necessary;
- Schedule and oversee the publicity photo shoots and the Final Dress shoots;
- Responsible for capturing photos in student classroom activities/dress rehearsals or various activities pertaining to promoting PCPA and the Conservatory
- Assist PCPA staff in matters/activities relating to public communications and relations.
- Assist in preparing collateral for all PCPA programs including postcards, posters, brochures, programs, podcasts, videos, social media, etc.
- Produces and/or assists at PCPA marketing events. For example, Community Night, Guadalupe Events, July 4th Parade, etc.
- Develops community relationships in partnership for marketing plays and audience development
- Promotes a commitment to anti-racism, Equity, Diversity, and Inclusion in all areas of PCPA.
- Attends EDI, sexual harassment, anti-bias, anti-racist, and other Human Resource trainings and workshops.
- Works in a manner consistent with understanding and demonstrating inclusive behaviors; maintains a safe and welcoming working environment, free from any aggressions; and interrupts behaviors that hinder PCPA's equity, diversity and inclusion efforts.
- Disclaimer: This description reflects managements of essential functions, it does not proscribe or restrict the tasks that may be assigned.

Essential Skills:

- Working knowledge of all aspects of the theatre – production and technical, as well as performance.
- Knowledge and experience with the local Santa Maria, Solvang and Central Coast community.
- Excellent communication skills – written, oral, and visual.
- Bi-lingual in Spanish preferred - verbal and written (for translation)
- Experience in Microsoft Suite required
- Experience in Adobe Suite required – Photoshop, Illustrator, InDesign and knowledge in preparing print ready materials



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- Experience using WordPress web-based software program required for building new pages, updating and maintenance of content on pcpa.org
- Strong organizational skills.
- Knowledge and usage of correct English grammar, spelling and punctuation
- Photography and/or video skills helpful
- Will need to learn dot mailer system software for distributing E-News
- Demonstrated experience evidencing commitment to anti-racism, equity, diversity, and inclusion.
- Demonstrates a special sensitivity and ability to work effectively with diverse company and community members - with respect to race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing.
- Bachelor's Degree or equivalent, with professional experience, required.
- At least 3 years of professional experience in similar positions

Other Requirements:

- Possess a valid California Driver's License and/or have access to a vehicle for transportation to and from business related events.

Work Conditions:

- Ability to work weekends, evenings, and work with a flexible schedule.
- Ability to work in an environment where there are frequent interruptions.
- Must be willing to travel and work at various sites.

Physical Demands:

- Frequently remains in a stationary position while in meetings, or working on paperwork at a desk.
- Occasionally moves about inside an office, rehearsal, and theater.
- Frequently operates a computer and other office machines, such as a printer, copy machine.
- Frequently communicates with students and staff in a noisy theater environment.
- Occasionally works in outdoor weather conditions during the summer season.
- Ability to move boxes or other items weighing up to 20 pounds