North Carolina Black Repertory Company
JOB DESCRIPTION
Marketing and Communications Associate

ABOUT NC BLACK REP
North Carolina Black Repertory Company (NC Black Rep) is a nonprofit theater production company in Winston-Salem, NC, founded in 1979 by Larry Leon Hamlin. Our mission is to engage, enrich, and entertain with innovative programming that resonates across the community and challenges social perceptions.

NC Black Rep is committed to exposing diverse audiences to Black theatre classics, developing new works, improving artistic quality, and sustaining Black Theatre internationally. With its signature programming for theatre lovers of all ages – including mainstage productions, new work development, the Teen Theater Ensemble, the annual Martin Luther King Celebration, Nativity According to the Gospels, and the biennial Black Theatre Festival – NC Black Rep curates theater experiences that center historically marginalized communities and lead to social impact.

SCOPE OF WORK
We are seeking a storyteller who believes in the mission of the North Carolina Black Repertory Company and has an affinity for communicating compelling narratives in written and visual formats. In collaboration with the Artistic and Managing Directors, the Marketing and Communications Associate will tell the story of NC Black Rep—past, present, and future, to raise the national profile of the organization, drive earned revenue through ticket and merchandise sales, and maximize program participation to increase social impact.

WHAT YOU WILL DO
- Build on NC Black Rep’s four decades of service, assist with analyzing and developing brand identity in alignment with the rebranding of the organization set to launch in October 2023.
- Collaborate with staff to support marketing and communication efforts across the organization, including the season, festival, fundraising and development, education, and engagement.
- Work with the Webmaster to create, implement, and manage content and messaging for website and digital communications, including targeted email marketing, digital and printed media, advertisements, video production, and social media.
- Provide leadership to the graphic designer in creating visual assets that tell the story of NC Black Rep’s programming, including the Living Room Theater Series, National Black Theatre Festival, TTE, Finding Holy Ground, SSH World Premiere Awards, and other current and developing programs.
- Co-create and direct the implementation of an integrated marketing strategy and sales plan to support Marvtastic Society enrollment, single ticket, and group sales goals through traditional and contemporary marketing and advertising channels.
- Ensure that the highest level of customer service is delivered during all moments of the patron experience by proactively managing the Box Office and Front of House team.
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- Draft and submit press releases, timely respond to requests, and generate consistent local, regional, and national media interest.
- Assist the Managing Director with developing the roles and responsibilities of a Marketing and Communications Intern.
- Manage the performance of and inspire a results-driven environment for the marketing and communications intern.

Other Administrative Expectations
- Conduct daily correspondence with NC Black Rep staff and partners as needed via text, phone call, email, and video conferencing.
- Maintain a thorough understanding of NC Black Rep’s mission, vision, programming, and strategic roadmap.
- Establish and maintain positive collaborative working relationships with staff and board members.
- Submit bi-weekly status reports of marketing and communication activities.
- Embrace other marketing and communication duties as assigned.

Qualifications and Skills
- Knowledge of marketing and communications best practices with expertise in at least one of the following:
  - Audience Development
  - Social Media Marketing
  - Digital Marketing
  - Video Editing
  - Public Relations
- Experience using or the willingness to learn Patron Manager, a marketing Customer Relationship Manager (CRM)
- Proficiency with Google Suite (Mail, Docs, Sheets, Drive)
- Ability or willingness to learn to implement campaigns, events, and direct solicitation
- Excellent written, verbal, and interpersonal skills
- Willingness to maintain a flexible schedule to meet the demands of the position
- Outstanding project management skills with careful attention to detail

Compensation and Benefits
- $40,000 – $50,000 Annual Compensation (annual raise evaluation)
- Flexible work schedule, including remote workdays
- Full health insurance
- Paid Company Holidays: all federal holidays, Good Friday, the Monday after Easter, the Wednesday before and Friday after Indigenous Person’s Day, the weeks of Christmas and New Years
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- Paid Time Off
  - (8) eight days annually
  - the last week of August (festival years only)
- Complimentary Tickets to Productions

APPLICATION PROCESS

We invite interested Marketing and Communications professionals and teams to submit their proposals no later than 5:00 pm EST, Wednesday, July 26, 2023, via email to jobs@ncblackrep.org. All applicants will receive a response on or before Friday, July 28, 2023. Interviews will be scheduled for the week of July 31, 2023.

PLEASE INCLUDE THE FOLLOWING IN YOUR PROPOSAL:

Information about yourself or your Organization
- Who are you?
- What are your mission, vision, and values as a marketing professional?
- What experience do you have working with nonprofit, arts, or theater organizations?

Proposed Approach
- What do you know and understand about the mission, vision, and values of NC Black Rep?
- What marketing and communications strategies do you suggest for NC Black Rep?

References
- Please send contact information (names, phone numbers, and emails) of individuals that can affirm our work history, qualifications, and achievements.