



Title: Communications Director **Division/Department:** Communications

Reporting To: Executive, Carolina Theatre

FLSA Classification: Exempt Non-Exempt

Employment Type: Full Time Part Time Intern Contract

Position Summary

The Communications Director is responsible for all communications, public relations and marketing activities for the Carolina Theatre at Belk Place – driving attendance and usage, and maintaining positive perceptions of the theatre as a welcoming convening space for our community. This role requires strong leadership and self-motivation, as well as the ability to create and implement effective marketing and communications strategies. The Communications Director shows attention to detail and stays up to date on news and events in the local community and entertainment industry.

Duties & Responsibilities

- Establishes annual marketing and communications plan and strategy, creating and achieving measurable KPIs that advance the goals of the Carolina Theatre
- Oversees website content management, social media management, email campaigns, graphic design, media management, and public relations management
- Oversees and participates in the implementation of all printed and digital communication and marketing materials with FFTC coordination
- Works to create a marketing style guide, calendar and standard template for announcements and marketing
- Ensures appropriate branding of the Carolina Theatre, Belk Place civic campus, and related entities
- Oversees all social media campaigns
- Oversees and executes all media efforts; writes and distributes news releases, proactively pitches media, responds promptly to media requests and coordinates interviews and media events
- Collecting and analyzing marketing data to inform strategies and tactics
- Proactively addresses artistic and public concerns that affect the Theatre’s public image and/or are voice on public platforms and resolve problems
- Works in partnership with FFTC Communications staff to promote the full range of venue offerings at the Balk place Civic Campus
- Manages the Communications Specialist
- Manages history display portal, ensuring content is up-to-date
- Ability to work flexible hours, including nights, weekends and holidays
- Other duties as assigned

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required for the position. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Job Qualifications

- 5 – 7 years marketing and public relations experience, specifically within the theatre industry
- Bachelor’s Degree preferred in Journalism, Communications, Marketing or related field
- Strong sense of project management, leadership and organizational skills
- Ability to create strategic plans as well as to implement tactics
- Ability to delegate tasks and responsibilities as appropriate
- Comfortable learning new technology applications
- Superior written and verbal communication skills
- Proven experience in creating and executing marketing and communications campaigns that result in measurable success
- Basic experience with design programs, such as Adobe Creative Suite, preferred
- Experience with website content management systems, such as Wordpress, and social media management systems, such as Hootsuite
- Experience writing and pitching news releases and working with the media
- Responsive, service-oriented workstyle. Strong sense of urgency and ability to address “real time” issues
- Ability to multi-task, work under pressure and maintain deadlines
- Strong communication skills with clients, employees, management and contractors

Please submit all resumes to jobs@thecarolina.com.