



**JOB DESCRIPTION: Marketing and Communications Manager**

Date: 8/11/25

Classification: Full time (40 hours per week), exempt, benefits eligible

Reports to: Director of Marketing and Communications

**POSITION SUMMARY**

The **Marketing and Communications Manager** at TimeLine Theatre is responsible for executing marketing and sales strategies that drive ticket sales, build audience loyalty, and elevate the organization's visibility. Reporting to the Director of Marketing and Communications, the Marketing and Communications Manager oversees campaigns for individual productions and the season, as well as other artistic programs and special events. This position is ideal for a results-oriented marketing professional who blends creative thinking with practical skills, is comfortable with both strategy and execution, and who brings a data-informed approach to audience engagement and sales. This role demands exceptional verbal, written, and visual communication skills; the ability to collaborate and manage projects across departments; and the creativity to implement persuasive campaigns that influence patron behavior and support organizational storytelling. All TimeLine employees are expected to perform their duties in a manner consistent with the organization's core values and personnel policies.

**PRIMARY RESPONSIBILITIES**

- **Marketing Campaign Execution:** The Marketing and Communications Manager is responsible for implementing integrated marketing plans for individual productions, subscription campaigns, and other programs and special events, with a focus on achieving earned income and audience development goals. This includes managing day-to-day marketing calendars, budgets, and workflows; managing the creation and distribution of marketing materials across all channels; managing advertising and digital media campaigns; and ensuring all marketing content maintains brand consistency, quality, and accuracy.
- **Content Creation & Digital Marketing:** The Marketing and Communications Manager oversees campaign creative development, coordinating with freelance designers, photographers, videographers, and vendors, in consultation with the Director of Marketing and Communications, Artistic team, and other collaborators. They also manage digital advertising campaigns; maintain website content related to productions and ticketing; and oversee the development and execution of social media and email marketing campaigns, including segmentation, messaging, and performance tracking.
- **Audience Development:** The Marketing and Communications Manager coordinates grassroots marketing efforts, audience development strategies, and influencer outreach in pursuit of expanding and deepening the diversity of TimeLine's audience. They use an audience-focused mindset in assessing patron behavior and segmentation, bringing empathy and curiosity to understanding what motivates different types of theatre patrons, in support of actionable strategy.
- **Sales Strategy & Analysis:** The Marketing and Communications Manager monitors sales trends and campaign performance, adjusting tactics to achieve earned income goals. They collaborate with the Audience Services team to develop offers, retention strategies, and customer engagement tactics. They produce sales and other relevant reports and provide insights to the Director of Marketing and Communications to guide strategic decisions.

- **Cross-Departmental Collaboration:** The Marketing and Communications Manager works closely with Development, Artistic, and Education teams on cross-departmental projects and institutional communications as assigned.

## SECONDARY RESPONSIBILITIES

In addition, the Marketing and Sales Manager supports the overall marketing and communications goals of the organization, including collaborating on the development and implementation of marketing, communications, and ticketing policies and procedures; championing the consistency of brand voice, tone, and visual presentation; and assisting in upholding and evolving a strong institutional identity.

## OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

## COMPETENCIES

- **Communication:** Exceptional verbal, written, and visual communication skills, with a commitment to inclusive and accessible communications.
- **Attention to Detail:** Meticulous in editing copy and executing tasks to ensure high quality and accuracy.
- **Time Management:** Exceptionally organized and efficient with time, and capable of managing multiple overlapping projects with different timelines and priorities.
- **Decision-Making:** Sound judgment and strategic thinking, with ability to make informed, independent decisions that align with campaign goals and department leadership priorities.
- **Interpersonal Skills:** Works well in a team-driven environment, with ability to build positive relationships with colleagues and with external partners and vendors.
- **Social Media:** Familiarity with social media platforms, tools, and content strategies.
- **Technical Proficiencies:** Skilled user of Microsoft Word, Excel, and Outlook. Preference for previous experience with email marketing platforms (e.g. Emma, Mailchimp) and CRM systems (e.g. PatronManager, Audience View, Tessitura). Graphic design experience and proficiency using Adobe Create Suite, particularly InDesign and Photoshop, is a plus, as is specific experience with Emma, PatronManager, and/or Google Ads.

## EDUCATION & EXPERIENCE

- Required: 3–5 years of experience in marketing and communications, with demonstrated responsibility for planning, executing, and evaluating campaigns, including some leadership and decision-making authority; or equivalent education or training.
- Preferred: Progressive experience in non-profit marketing and communications—ideally in theatre or the performing arts—with increasing leadership responsibilities and measurable impact on earned income or audience growth.
- Additional Considerations: Candidates with relevant transferable skills from other sectors—such as entertainment, education, museums, or other mission-driven organizations—are encouraged to apply.

## SUPERVISORY RESPONSIBILITIES

- The Marketing and Sales Manager has no direct reports. However, they will provide project-based oversight and guidance to the Marketing and Communications Assistant on campaign-related tasks, in coordination with the Director of Marketing and Communications. They also serve as the primary supervisor for marketing interns and volunteers.

## **WORK ENVIRONMENT & PHYSICAL DEMANDS**

TimeLine has a hybrid work environment, which includes working in-office at least three (3) days per week. Attendance at select evening/weekend rehearsals, performances, and events is required. Occasional lifting of materials (up to 25 lbs), as part of event setup or promotional activities, may be requested. This role routinely uses equipment such as computers, cameras, phones, printers, and photocopiers. When working remotely, you will be required to use Zoom conferencing software and other teleconferencing equipment to engage with the rest of the team. Personal internet service will be required.

## **COMPENSATION AND BENEFITS**

- \$55,000-\$60,000 per year, based on skills, qualifications, and experience.
- Benefits package including health, dental, vision, and life insurance; optional 403(b) retirement; and paid time off (vacation, personal, sick, maternity/paternity/adoption, and holidays).

It is an essential practice of TimeLine Theatre Company to recruit, hire, train and promote individuals, based upon personal capabilities and qualifications and without regard to race, color, age, sex, sexual orientation, religion, national origin or ancestry, marital status, citizenship, disability, military status, creed, or any other trait or characteristic protected by law. TimeLine Theatre Company is dedicated to the goal of building a diverse staff and an inclusive work environment. This policy of Equal Employment Opportunity applies to policies and procedures relating to all terms and conditions of employment at TimeLine Theatre.

## **TO APPLY**

Please email resume, cover letter, and references to [hr@timelinetheatre.com](mailto:hr@timelinetheatre.com) with the subject line "Marketing and Communications Manager Application." Your cover letter should include: describing your philosophy of audience development and how you would bring that to your work at TimeLine in this role; and sharing how you have used one of TimeLine's core values ([https://timelinetheatre.com/app/uploads/TLTC\\_VisionMissionValues.pdf](https://timelinetheatre.com/app/uploads/TLTC_VisionMissionValues.pdf)) in a professional setting. This position will be open until filled.