



**POSITION TITLE:** Director of Marketing  
**DEPARTMENT:** Marketing  
**CLASSIFICATION:** Full-time, exempt  
**REPORTS TO:** Artistic Director and General Manager  
**LOCATION:** On-site

**ABOUT THE THEATRE:**

The Shakespeare Theatre of New Jersey (STNJ) is one of the nation's oldest, most prestigious, classic theatres, serving thousands of constituents annually through its work on its two stages, and through a large array of education programs.

**MISSION:**

STNJ's mission is two-fold: to bring new, relevant life to the world's classics for a diverse audience; and to use those masterworks to provide transformative experiences on stage and in classrooms. As a teaching theatre, the company is dedicated to using the classics as interdisciplinary teaching tools for artist training and arts education.

**POSITION SUMMARY:**

The Marketing Director is a key member of STNJ's senior staff and oversees the strategy, planning, and implementation of all marketing, public relations, and sales programs. Working in partnership with the Artistic Director, the Marketing Director creates compelling and sophisticated campaigns through visual, print, and digital mediums that drive revenue and showcase The Shakespeare Theatre as a vital and vibrant major arts institution. The Marketing Director will focus on growing new audiences while enhancing relationships with current patrons. Creative, forward-thinking, and engaging, the ideal candidate will be a skilled supervisor, an eager collaborator, and someone at ease representing the Theatre to the press and the public. The position supervises a full time Marketing team of 1-2 and a Box Office team of 2-10.

**SPECIFIC DUTIES AND RESPONSIBILITIES:**

- Oversee, design, and be the campaign liaison for the marketing of shows, events, and programming for Artistic, Education, and Development.
- Oversee and assist in the creation of print piece including by not limited to season brochure, programs, and postcards.
- Work closely with the Director of Finance and Artistic Director to create and maintain annual budget.
- Provide focus and prioritization for the team, overseeing deadlines and creating better workflow overtime.
- Write, edit, and distribute selected news releases, and responding to media inquiries. Act as department liaison for media relations activities at theatre events including opening nights, fund-raisers, press previews, etc.
- Maintain and expand press database and community relations contact lists.
- Oversee the maintenance of press clippings and photo archive.
- Represent the theatre at various community events and coordinate all arrangements for events.

**QUALIFICATIONS AND SKILLS:**

- 3-5 years of experience working with a non-profit arts organization or similar market
- Bachelor's degree in marketing, arts administration, communications, English, or theatre
- Interest in theatre
- Excellent verbal, interpersonal and written communication skills
- Strong organizational skills and attention to detail
- Ability to work well in a fast-paced, deadline-oriented, and goal-driven environment.
- Ability to work independently and as part of a team.
- Ability to relate to the public, be persuasive, and inspire confidence and arouse interest in the Theatre and its programs.

- Computer literacy, including proficiency in Microsoft Word for Windows, Excel, Access, and desktop publishing software. Knowledge of basic HTML is a plus.
- High proficiency in Photoshop and InDesign, Premiere Pro and After Effects a plus.

**COMPENSATION:**

Pay range for this position is \$55,000 - \$70,000 with benefits including healthcare, dental, vision, life insurance, and paid time off. Full-time, on-site. Immediate hire.

**APPLICATION PROCESS:**

Applicants are strongly encouraged to provide writing samples with their resume. Qualified candidates should submit cover letter, resume, and (3) three references to:

The Hiring Department  
The Shakespeare Theatre of New Jersey  
[Employment@shakespearenj.org](mailto:Employment@shakespearenj.org)

No phone calls, please.

***The Shakespeare Theatre of New Jersey has instituted a mandatory COVID-19 vaccination policy for all employees. Proof of vaccination must be provided before beginning work. All employees must agree to adhere to The Shakespeare Theatre of New Jersey's COVID Safety Plan.***

***The Shakespeare Theatre of New Jersey is an equal opportunity employer committed to hiring, supporting, and promoting a diverse and inclusive workforce. Equal employment opportunities are available to all applicants without regard for race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, veteran status, or any other characteristic protected by applicable law. Applicants from historically underrepresented groups in the industry are encouraged to apply.***