



HAWAII THEATRE CENTER

Hawaii Theatre Center

Job Description: December 2018

JOB TITLE: Marketing Associate

RESPONSIBLE TO: Development Manager

RESPONSIBLE FOR:

KEY RELATIONSHIPS:

Internal:

- Marketing & Communications team
- Box Office
- Visitor Services Team
- Senior Management team
- Rep Creative Learning
- Concession Bar + Gift Shop
- Pantheon Contemporary Art Hall
- All staff

External:

- Creative agency
- PR agency
- Media Buyer
- Media & Press
- Visiting Companies
- Audiences
- Ticketing software support
- Local partners & stakeholders
- Industry partners and stakeholders

Job Description: Marketing Associate

Hawaii Theatre has played a significant role in Honolulu's cultural landscape since 1922. The mission of the nonprofit Hawaii Theatre Center, established in 1984 is to provide a broad range of entertainment, cultural and educational experiences; promote redevelopment and revitalization of downtown Honolulu/Chinatown; and enhance the quality of life in Honolulu.

The Hawaii Theatre is a 501(c)3 non-profit organization and was recognized as the "Outstanding Historic Theatre in America" in 2005 by the League of Historic American Theatres and, in 2006, received an Honor Award by the National Trust for Historic Preservation. Listed on both the State and National Registers of Historic Places, the restored Hawaii Theatre re-opened in 1996, and attracts 80,000-100,000 patrons a year to its beautiful auditorium. The Hawaii Theatre Center is known for being balanced, thoughtful, effective, innovative and collaborative

in the arts community, and has embarked on a strategy of utilizing its real estate holdings in the core of Honolulu to broaden its reach beyond the walls of the Historic Hawaii Theatre. For more information visit: www.hawaiitheatre.com .

POSITION:

Our Marketing Associates help promote Hawaii Theatre Center services and products. You will work with your colleagues to identify organizational marketing objectives, develop marketing campaigns highlighting our programs and implement a variety of marketing activities.

KEY DUTIES:

Campaign planning, Agency management, Website Maintenance, Theatre Branding, Relationship Building, Social Media campaign strategy and implementation, PR.

AREAS OF RESPONSIBILITY:

1) Campaign Planning

- Using marketing information to produce and implement marketing and campaign plans to raise awareness of specific productions, services, events and major projects.
- Advise and support Hawaii Theatre Center colleagues regarding the most effective methods of communicating to current and potential patrons.
- Ensure all marketing material and activities for Hawaii Theatre Center adhere to brand guidelines to maintain brand consistency.
- Develop internal communications plans to effectively brief employees regarding marketing campaigns and activities.
- Liaise with partners and third parties to create and organize promotions and special events, promote collaborative activity to achieve targets.
- Monitor the response to campaigns and the effectiveness of current marketing activities to ensure objectives are met.

2.) Vendor Management

- Liaise with designers, media buyers, printers and suppliers to monitor cost and quality.
- Build and manage relationships to ensure cost, quality and service are regularly reviewed.
- When required, lead or support with the procurement process of Vendors.
- Review work by outside Vendors to ensure we stay abreast of new and innovative trends which are being introduced and trialled.
- Track all HTC Presented Show required contractual marketing points to ensure compliance.

3.) Website Maintenance

- Update any corporate/core information displayed on website to ensure information is timely and accurate.
- Support managers, colleagues and partners to update information on the website to ensure they meet their objectives.
- Continually monitor the digital environment for new concepts and ideas to improve the user experience
- Oversee the on-going building and tracking of each show ticketing event within the ticketing software system to ensure the site is factually accurate, accessible and visually pleasing across multiple platforms.

4.) Organizational Branding

- Apply brand guidelines to our venue to ensure our theatre is presented to the agreed standard.
- Regularly monitor and review theatre branding (internal and external) and carry out audits to ensure brand consistency
- Lead the installations of theatre branding to ensure materials are set to brand standard.

5.) Relationship Building

- Meet regularly with managers/program director to advise, support and influence all aspects of their marketing planning
- Liaise with producers/venues/guest artists to ensure campaign plans are agreed upon and meet the organization's objectives.

6.) Public Relations

- Working closely with Hawaii Theatre Center colleagues to ensure that PR is integrated within all marketing campaigns (PR defined as "earned media")
- Know the business and our staff, establish effective two-way relationships with staff to ensure flow of information, including newsworthy events and issues of potential media interest are shared in a timely way.
- Organize and attend Hawaii Theatre Center events (e.g. media, corporate, project, education, theatre and community) and use outcomes to raise Hawaii Theatre Center's profile
- If and when required, manage Agencies effectively
- Build and maintain relationships with the media to ensure that we are contacted with opportunities (e.g. asked for comments/quotes, asked for stories etc.)

This list of responsibilities is not exhaustive and the Marketing Associate may be required to perform additional duties as required by the Development Manager, Director level staff, the Chief Executive or the Board of Directors.

Experience and the ability to demonstrate the following competencies:

- At least 4 years' experience in a fast-paced marketing environment
- Experience in a theatre marketing environment
- Ability to plan and deliver integrated marketing campaigns with minimal supervision
- Experience of financial and budgetary planning to maximize profit
- Knowledge of digital marketing techniques
- Experience of website editing and content management
- Experience of social media use in a workplace environment
- Ability to write emotionally and intellectually engaging copy accurately and quickly
- At least 1 years' experience of graphic design
- Experience planning and buying media directly and through agencies
- Experience of managing large consumer databases
- Proactively working closely and effectively with staff and managers from other departments
- Experience of working to targets
- Experience of working in a fast changing environment

Skills and Knowledge:

- IT Skills including Microsoft Office (Word, Excel, Outlook) Knowledge of design and image editing software. Knowledge of ticketing systems ([salesforce.com](https://www.salesforce.com) preferred)
- Knowledge of the IT systems (e.g. [salesforce.com](https://www.salesforce.com))
- Knowledge of e-marketing (currently Hootsuite & MailChimp)
- Excellent written and verbal communication skills at all levels
- Commercial awareness
- Highly numerate with an eye for detail

Attributes and Abilities:

- Demonstrate and encourage the ability to use initiative
- The drive to seek out training and development opportunities for oneself as supported by Hawaii Theatre Center
- Imaginative, creative and responsive attitude toward campaign management
- Ability to plan strategically and organize resources effectively in a fast changing business
- To be innovative in seeking new opportunities to develop the services provided by the department
- Ability to work easily across all departments to achieve common aims and to see collaborative opportunities

Qualifications and Training

- Associates or Bachelors degree in Marketing or related field (or equivalent subject or experience)

Other

- Strong advocate for the charity: its vision, mission and in all its activities
- Flexible attitude to work both in hours worked but also in attitude to problem solving
- The successful candidate will be able to help motivate Hawaii Theatre Center's prominent board to help build the roster of supporters and expand our fundraising to match our ambitious program agenda.
- Some travel possible.
- Ability to work "theatre hours" required in order to interface with donors and sponsors on frequent holidays, evenings and weekends.
- Ability to lift and carry up to 25 pounds

Compensation will be commensurate with experience. Hawaii Theatre Center offers attractive benefits, currently including 100% paid health care, Flexible Spending account, short and long-term disability insurance, and a safe-harbor 401k contribution with a matching program.

Contact Information

Please submit a cover letter, resume and writing sample to Ron McDaniel via email at ronmcdaniel@hawaiiitheatre.com . Resumes will be reviewed as they are received. The position will be open until it is filled. No phone calls please.

Hawaii Theatre Center is an equal opportunity employer that does not discriminate on the basis of race, color, creed, religion, sex, physical disability, mental disability, age, marital status, sexual orientation, citizenship status, national or ethnic origin, genetic information or any other protected status.

Disclaimer

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.