



Director of Marketing Job Description

Aurora Theatre at Lawrenceville Arts Center seeks a dynamic and entrepreneurial Director of Marketing to play a leadership role and be responsible for overseeing and executing the theatre's marketing, branding, and audience development initiatives.

Aurora Theatre is among the top three largest professional theatres in the state of Georgia, located in Gwinnett County, with an operating budget of \$4.5 million, producing 650+ events for more than 86,000 visitors each season. Lawrenceville Arts Center (LAC), a premier arts and culture venue located in historic downtown Lawrenceville GA, which opened to the public in Fall 2021.

REQUIREMENTS:

- Bachelor's degree in marketing, journalism, communications or related field
- Minimum of 5 years of marketing experience in a leadership role in the arts or entertainment industry
- Proven track record of developing and implementing successful marketing strategies
- Strong understanding of integrated marketing communications including paid, earned, shared and owned channels and with working knowledge of digital marketing, including SEO, digital/social media and email marketing campaigns
- Excellent communication, leadership, written and interpersonal skills
- Passion for the arts and a commitment to Aurora's Mission and Values

SALARY: \$50,000-\$57,000

Salary is commensurate with experience; generous benefits package listed below.

To best demonstrate Aurora Theatre's commitment to inclusion, diversity, equity, access, and excellence in our workspace, we encourage ALL qualified applicants to apply. Aurora Theatre is an equal opportunity employer.

TO APPLY: Please send resume and cover letter, salary requirements, names and phone numbers of three (3) references and writing samples to hiring@auroratheatre.com:

Katie Pelkey
Managing Director
Aurora Theatre
Lawrenceville, GA 30046
hiring@auroratheatre.com

REPORTS TO: Managing Director

Primary Responsibilities:

- Develop and implement comprehensive and strategic marketing plans that position Aurora Theatre locally and regionally, while maintaining and building audiences for theatre's direct lines of business
- Work with the Director of Sales & Presenting to execute subscription and single-ticket sales campaigns - including all forms of advertising, direct mail, e-marketing, telemarketing, group sales and community partnerships to achieve maximum attendance and sales revenue
- Support marketing efforts across the organization, including Development, Education and Community Impact needs

- Implement initiatives to attract new audiences while retaining and deepening engagement with existing patrons
- Develop and implement new marketing strategies including integration of new media technologies
- Research and monitor marketing trends in the performing arts field and in the community; conduct analysis of Aurora Theatre audiences and other relevant data, recommending and implementing marketing strategies based on the findings
- Develop and implement strategies to build Aurora Theatre's and Lawrenceville Arts Center's institutional brands and identities including key communication messages to enhance the image of the campus-at-large and to increase revenues from its entities
- Oversee internal and external brand standards, ensuring consistency across all marketing materials and channels while working closely with the Creative staff to ensure alignment of branding with the theatre's productions and events
- Be accountable for public relations, publicity and promotional campaigns for Aurora Theatre and LAC
- Oversee internal and external communication standards, including editorial and design guidelines for marketing and other publications, including website content and development
- Oversee the theatre's online presence, including website, social media and email marketing
- Lead and supervise marketing/sales staff daily while managing a results-driven environment
- Maintain productive relationships with key representatives from electronic, broadcast and print media
- Clearly communicate with Producing Artistic Director, Managing Director and Director of Sales & Programming, and Director of Development.
- Develop and monitor the marketing budgets and ensure expenses are managed efficiently and within approved budgets
- Perform related duties as assigned by the Executive Staff

CULTURE

Lawrenceville Arts Center is an inclusive art space where you will be part of a thriving cultural scene (music, theatre, dance, & visual arts). Join a creative culture that operates under “Group Speak” (all voices welcomed). We value equity in the workplace, and we fight for civic, corporate, and cultural understanding. Plus, we have a lot of fun!!!

This is a full-time position eligible for benefits and perks including:

- Full medical, dental and disability
- Optional vision, supplemental and life
- Optional company match
- Paid time off
- Flexible working environment
- Ongoing career training
- Employee discounts, FREE admission to shows, and more!

Aurora recognizes conversations about salary can be difficult. We strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Aurora will work hard to administer the compensation program in a manner that is transparent, consistent and equitable across the company.