

POSITION DESCRIPTION:

MARKETING & COMMUNICATIONS DIRECTOR – Half-time

January 2026

The Marketing & Communications Director position is an opportunity to be an integral part of a thriving theatre company with a strong social justice mission.

Reports to: Managing Director and Artistic Director

Works Closely With: Business Manager, Production Manager, creative collaborators, press, external vendors, and Board members.

Marin Shakespeare Company's mission is to serve as a vibrant catalyst for cultural engagement, education, and social justice to benefit the people of Marin, the San Francisco Bay Area, and beyond. Through work on the stage, in local schools and in California's prisons, MSC connects people from all walks of life with Shakespeare's exploration of the power of the human spirit.

MSC was founded in 1989, when a small troupe of Shakespeare enthusiasts sought to re-establish an outdoor summer Shakespeare festival at Dominican College's Forest Meadows Amphitheatre. The organization has since grown to become one of the Bay Area's most successful performing arts organizations. MSC entertains audiences of 10,000 theatregoers annually in its outdoor Forest Meadows Amphitheatre and indoor downtown theatre at 514 Fourth Street, San Rafael, which opened in 2023. MSC also provides learning experiences for more than 4,000 students, and engages hundreds of men, women and youth who are incarcerated or who are survivors of incarceration with the joy, insight and hope of Shakespeare and autobiographical performance. Importantly, we continue to engage in a process of creating anti-racist theatre in Marin, featuring artists and stories that resound throughout the Bay Area community we live in, and provide greater texture to our understanding of the power of theatre and story-telling to enrich, heal, and connect us all.

MSC Staff Climate & Work Conditions:

Marin Shakespeare currently has a full-time staff of six: Managing Director, Artistic Director, Education Director, Production Manager, Technical Director, and Business Manager.

The Marketing & Communications Director works within a small staff structure and an organization that values self-motivation, creativity, action, excellent communication, and accountability. We seek a skilled and motivated team player to help the organization continue to grow in a thoughtful and exciting way. MSC offices are located at 514 Fourth Street, San Rafael, conveniently located near the downtown San Rafael Transit Center. We anticipate the position will be hybrid onsite/remote.

Position Purpose and Expectations:

The Marketing & Communications Manager ties together aspects of Marketing, Publicity, Outreach, Patron Development, and Patron Services and is responsible for crafting and executing Marin Shakespeare Company's comprehensive annual communications and marketing plan. This includes developing tailored, narrative-driven strategies for each season and production, designed to connect deeply with niche markets as well as the general public.

This position is not only about producing materials, but about shaping and guiding narrative strategy—seeing each production as part of a larger story that begins with a patron's first interaction and continues through their full experience at the theatre. Central to this role is fostering communication: creating, scheduling, and holding meetings with staff, artists, and vendors to ensure alignment, accountability, and timely delivery across all campaigns.

Communications center on MSC's artistic presentations – both produced by MSC and by renters/partners - but also includes educational programming, prison programs, fundraising campaigns, and patron development and outreach events.

Key Responsibilities

Create and Carry Out a Comprehensive Marketing, Communications, & Outreach Plan

- In collaboration with the Artistic Director and Managing Director, develop a comprehensive narrative-driven communications and marketing Plan for the season, ensuring that each production is both distinct and part of the larger seasonal story.
- The Plan should include strategies for segmented marketing, promotions, and group sales.
- Schedule weekly meetings and manage the agenda with Artistic and Managing Director to ensure full understanding of marketing narratives, deadlines, and deliverables.
- Manage timelines and workflows across internal staff and external collaborators, holding all parties accountable to deadlines.
- Working with the Business Manager, monitor budgets.
- Working with the Production Manager, integrate marketing timelines with production calendars and technical needs.
- Manage brand consistency across all platforms, from print to digital to on-site experiences.
- Build a positive patron journey from first interaction (poster, graphic, press story) through ticket purchase, arrival, and lobby experience, ensuring every step fulfills promises made by the marketing narrative. Ensure that communications before, during, and after attendance create lasting engagement and loyalty.
- Foster patron development through outreach initiatives tied to both the season and per show narratives.

Key Tasks:

- Foster and develop relationships with media.
 - Write and distribute press releases.
 - Pitch feature stories.
 - Communicate with critics.
- Work with Staff to determine ticket pricing for subscriptions and events.
- Work with Staff to create and promote special events, e.g. Family Day, Senior Matinee, “Let’s Kill All the Laywers” Night.
- Working with the Artistic Director, communicate with directors and designers to capture the artistic vision for each production to be translated into marketing narratives and art.
- Work with Key Art Designer to create key art.
- Work with the Graphic Designer to create brochures, posters, flyers, postcards, and digital advertising.
- Work with Staff and OnStage (contractor) to create printed and digital playbills.
- Be able to create additional graphics as needed.
- Working with the Production Manager, communicate with directors, designers, and performers about possible story pitches, as well as ways they can help promote the show, e.g. distribute digital materials they can share through their social media channels, encourage them to like and share MSC posts, etc.
- Manage all paid advertising.
- Manage all mailings.
- Manage all social media posts.
- Manage our relationship with our GoogleAd grant managers (Uluad).
- Manage all e-mails, including weekly, segmented, and pre- and post- attendance emails, currently through Mailchimp.
- Create and report on audience surveys.
- Update Home page, OnStage + Coming Soon, Tickets/Calendar, and individual performances pages on the MSC website (Wordpress).
- Manage Season Subscription marketing plan.
- Manage photography and videography including: scheduling with photographers and videographers, managing creation of high-quality video trailers and other videos for marketing, managing/labeling/archiving best photos, creating online Press Photo link with captioned photos.
- Work with the Artistic Director to obtain and share dramaturgical information from our Dramaturgs.
- Collaborate with front-of-house staff to ensure lobby, signage, and customer service align with production narratives and deepen audience immersion.

- Track and report on campaign outcomes including ticket sales progress, promo code use, and Google analytics, audience numbers, etc. highlighting successes and areas for growth.
- General support of company activities, as agreed.

Outreach (Support Role):

- Work with Staff on Outreach initiatives:
 - Work with local restaurants, community partners, and press outlets to support audience experience beyond the theatre.
 - Develop a Social Influencer Program.
 - Develop a business sponsorship program.
 - Consider a Membership program.
 - Explore and devise other outreach opportunities per show, and season

Experience and Skills Required

- Significant experience or training in marketing and communications.
- Experience with or ability to learn Wordpress, Mailchimp, simple graphic design, other software including Purplepass (ticketing software) and Bloomerang (CRM).
- Excellent writing and communication skills.
- Excellent planning and project management skills.
- Ability to work both as a member of a team, and independently.
- Detail-oriented, with the ability to handle a multitude of detailed information.
- Flexibility, creativity, vision, strategic thinking.
- Love of theatre and Shakespeare (or the ability to develop this love).

Compensation and Benefits

- Half-time (20 hours/week)
- \$33.80/hour.

APPLICATION:

Send letter and resume as soon as possible, preferably by email, to:

Lesley Schisgall Currier, Managing Director
 Marin Shakespeare Company
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 San Rafael, CA 94903
 email: lesley@marinshakespeare.org

www.marinshakespeare.org

Marin Shakespeare Company is an Equal Opportunity Employer. MSC policy prohibits unlawful discrimination based on race, color, creed, sex (includes pregnancy, childbirth, breastfeeding and/or related medical conditions), gender identification/expression, religion, marital status, age, national origin, ancestry, sexual orientation, physical or mental disability, and medical condition including genetic characteristics, genetic information, military or veteran status, or any other consideration made unlawful by federal, state, or local laws.