

Seattle Children's Theatre

Position Title: Communications Specialist

Department: Development

Reports To: Director of Marketing (50%), Director of Development (50%)

Classification: Regular/Full-time/Non-Exempt

About SCT

Since its inception in 1975, Seattle Children's Theatre (SCT), has served more than 4 million children for 42 seasons of creative professional theatre and arts education classes for the Puget Sound region, and is one of the most prominent theatre organizations for young audiences in the United States and the world.

Seattle Children's Theatre Mission Statement

To provide children of all ages access to professional theatre, with a focus on new works, and theatre education.

Position Summary

Under the supervision of the Director of Marketing, and the Director of Development, who establish priorities and outlines for the Marketing Department and the Development Department, you will oversee planning and execution for all social media for the organization, focusing on sales, marketing and education departments, and coordinate the production of season Encore programs. You will support fundraising efforts by initiating, developing and implementing a comprehensive Development communication plan to include evaluation of communication. You will create and curate compelling content for various donor communications including appeals, invitations and other collateral. You will build a storybank to illustrate SCT impact that inspires and informs donors.

Essential Duties and Responsibilities:

Marketing (50%)

- Deliver copy customized to different audiences and/or platforms (e.g., Facebook, Instagram, website, advertising, brochures, etc.)
- Project manage program creation with Encore Media Group and all SCT departments
- Own and drive editorial calendar across all departments for social media platforms
- Coordinate with outside agency for Facebook posts/promotions
- Manage and create content for the SCT Facebook page
- Provide copy editing for marketing department materials and communications including audience guides, press releases and customer emails/promotions
- Other duties as assigned

Development (50%)

- Create donor-centric communications that directly support Development efforts
- In collaboration with Development team and other departments, plan, prioritize, and coordinate all communication strategies including case statements, solicitations, e-communications, invitations, social media

- Review communications for branding, messaging and consistency
- Establish strategic collaborations to build awareness and maximize donor engagement
- Work with Development team to identify audience segments for various communications
- Monitor and track the effectiveness of communication strategies
- Other duties as assigned

Desirable Skills and Qualifications:

Will have administrative skill to lead complex projects and a deep dedication to theatre, education and the mission of reaching all the people in our community. Useful skills and experience to include:

- Excellent writing, organizational, and interpersonal skills
- Ability to compile, analyze and interpret information
- Ability to work well under pressure and manage multiple projects at once
- Proven dedication to high quality customer service
- Non-profit and/or arts organization experience a plus
- Must possess excellent analytical, organizational, and communication skills.
- Cultural competency to work with individuals from diverse backgrounds
- Work in a team environment with minimal supervision
- Ability to work independently, be flexible, and manage multiple priorities
- Strong commitment to social change through community empowerment and the arts
- Possess a demonstrable interest in theatre and SCT's mission
- At least 2 - 3 years' experience in communications
- Bachelor's degree or equivalent work experience is required.

Physical Requirements & Work Environment:

Enjoy working in a fast-paced, non-profit environment. Experience or interest in theatre and youth arts education is a plus. Clearances/background checks will be conducted.

Salary & Schedule:

- Salary range is \$31,000 - \$41,000 commensurate with experience. Non-exempt full-time position.
- Generous benefits package which includes fully paid employee medical, dental and vision coverage.
- Will be able to work occasional evenings and weekends.

To apply, send cover letter, resume, a writing sample, and three professional references in PDF format to catm@sct.org. Please use the subject line Communications Specialist. No phone calls please. Seattle Children's Theatre values diversity in the workplace.

Additional Information:

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. Seattle Children's Theatre provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin age, disability, or genetics. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.