



## 87TH SUMMER SEASON

**Director of Marketing and Sales (Director) shall be responsible for the following duties, including but not limited to:**

### **Marketing and Communications**

Director will oversee all design for the Barn, including design for season poster, show specific imagery, newsletters, brochures, and all Barn advertisements. Director will ensure continuity of design and messaging across all platforms and media, and ensure all artwork, designs, and advertisements representing the Barn are executed to the highest possible standard.

Director will create and update communications calendars. This includes but is not limited to the Main Stage season and the Children's Series. Communications calendars will include print media, social media, online advertising, and other resources as needed.

Director will create copy for all radio and television promotions and ads, as well as supervise all weekly radio interviews and special television or radio segments as needed.

As part of the general communications for the Barn, Director will create Press Releases as needed. Director will negotiate major ad buys for the Season, as well as incidental advertising as needed. Director will oversee design and execution of print media, including but not limited to newsletters, brochures, postcards, and other print media as created.

Director will oversee and maintain the Barn's presence online, including but not limited to: creating bi-weekly and special event E-Blasts; maintaining and updating the Barn's various social media accounts, including Facebook, Instagram, and YouTube; maintaining and updating the Barn's website, including production pages, cast and creative team information, summer staff and creative information, updating the Barn Life section,

Director will oversee all photo and video needs for the Barn, including but not limited to: production photos; B-roll, both of rehearsals and final dress rehearsals when possible; creating of promotional video when desired; disseminating all photo and video to production teams; updating photo and video on social media platforms and the website; and other duties as needed.

### **Sales**

Director will oversee all aspects of Box Office operations, including but not limited to:

- Hiring and training Box Office staff, including the Box Office Manager, Front of House Coordinator, Box Office interns, and all Barn staff that work in the Box Office



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- Training will include Box Office opening/closing procedures, emergency procedures, use of Ovation, phone and email etiquette, pre- and post-show procedures, concessions procedures, daily House upkeep, and other duties as needed
- Overseeing the set of up the Box Office at the top of the season
- Being present on the Porch to assist with ticketing disputes, VIP's, and other special circumstances as needed

Director will oversee and implement sales strategies and plans, including but not limited to:

- Setting the date for Single Tickets to go on sale
- Overseeing the creating of ticketing systems in Ovation for the Main Stage season, the Children's Series, Summer Camps, the Gala, and any and all other special events as needed
- Creating special promotional codes and series in Ovation as needed
- Administering Group Sales, including contacting and following up with organizations, updating the Group Sales database as needed, researching and offering additional packages groups may be interested in, and accommodating group's needs.
- Creating Pre- and Post-Performance emails