

WESTPORT COUNTRY PLAYHOUSE

CONTENT & COMMUNITY ENGAGEMENT ASSOCIATE

Status: Full Time/ Regular/ Exempt

Reports to: Marketing Manager

Salary: \$45,000 + Benefits

THE POSITION

The **Content & Community Engagement Associate (CCEA)** will be joining the team as the Playhouse continues to undergo a transformation into a year-round venue and at a time that the Playhouse has committed to engaging with our community in new and meaningful ways. Additionally, as marketing continues to rely more on digital content and online engagement with audiences, the CCEA will help the Playhouse create and manage content, communication, and messaging for all departments.

The CCEA reports directly to the Marketing Manager and will work closely with all Playhouse departments including fundraising, production, and education.

ESSENTIAL FUNCTIONS

Community Engagement

- Plan and execute affinity group events including Pride Night, Taste of Tuesday, Together at the Table
- Create active connections throughout our community to broaden the reach of the Playhouse, building upon already-established relationships and fostering new opportunities, including liaising with local restaurants on behalf of subscribers/patrons to set discounts and benefits.
- Connect community organizations, businesses, groups and individuals to the Playhouse in all ways to benefit both the Playhouse and the partner organization
- Represent the Playhouse at various networking and community events.
- Host and arrange Arts Festival participation
- Act as liaison and ambassador for the Playhouse's productions and programming in the community
- Create strategic programs to expand audiences based on artistic content
- Serve as point person for the annual Playhouse open house event
- In concert with the Marketing and Development departments, manage all opening night invitation lists and serve as point person for all RSVPs

Website

- Monitor the Playhouse website daily and make necessary edits
- Work with all departments (especially Education, Development and Artistic) to ensure the website properly reflects current and upcoming programs/campaigns

- Work with the box office so that the content on our TNEW (our ticketing and donation website) is accurate and links are up to date.
- Research, develop, write, and publish necessary material

Social Media

- Work with the Marketing Manager to develop the calendar, writing, and posting across all current platforms (Facebook, Instagram, LinkedIn)
- Help maintain a unique strategy and voice for each social media channel specific to the audiences who congregate there
- Create and manage a TikTok account for the Playhouse
- Ensure the social media and email strategy and calendar support other departments' programs and campaigns

Email Marketing

- Work with the Marketing Manager to maintain the email calendar
- Help write and design Playhouse emails
- Work with the Business Intelligence Manager to pull necessary lists from Tessitura

Programs

- Gather materials from various departments for all show programs
- Design and print in-house programs
- Serve as traffic manager, making sure that all the content is provided to the program company for digital programs
- Create and collect specialty program pages including in-house articles, sponsor ads, About Us pages

Administrative

- Support the Marketing Manager with budgets, estimates, and invoices
- Manage mailing list exchanges

KNOWLEDGE, SKILLS, AND ABILITIES

- Writing copy with a branded tone of voice and style.
- Keen user and consumer of social media.
- Comfortable learning new web-based applications.
- Knowledge of Adobe Creative Suite and/or comfort in learning and mastering the application.
- Knowledge of Microsoft Office and/or similar word processing and spreadsheet programs.
- Managing deadlines

SPECIAL COVID FACTORS

- The Playhouse functions as a fully vaccinated workplace

ABOUT WESTPORT COUNTRY PLAYHOUSE

The Westport Country Playhouse acknowledges the indigenous peoples and nations of the Paugussett that stewarded the land and waterways of Westport, Connecticut. The Playhouse is a non-profit organization that produces theater from playwrights, actors, directors, and designers of all backgrounds, while entertaining audiences and exploring human and societal issues along the way.

We have begun the process of creating an antiracist environment with our staff, artists, community leaders, and board members. We are having ongoing discussions around equity, diversity, and inclusion (EDI) as well as relevant training in antiracist practice, bystander intervention, and social justice. Playhouse staff must be committed to building an antiracist culture.

YOU SHOULD APPLY

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

A relocation stipend may be available, to be discussed upon job offer.

For more information about the Playhouse and other job opportunities, visit westportplayhouse.org.

HOW TO APPLY

- Send cover letter and resume to resume@westportplayhouse.org with subject line:
Content & Community Engagement Associate
- Or mail to:
Content & Community Engagement Associate Search
Westport Country Playhouse
25 Powers Court
Westport, CT 06880
- No phone calls or drop-in visits, please.
- **Application deadline: Friday, October 4, 2024.**