

Digital Communications Manager Position Description

TITLE: Digital Communications Manager

REPORTS TO: Associate Director of Marketing

DEPARTMENT: Marketing

FLSA: Full time exempt

DATE: 06/28/2024

POSITION DESCRIPTION:

The Digital Communications Manager is responsible for managing and implementing initiatives to cultivate audience development and engagement with the goal of increasing attendance and participation, deepening patron loyalty, and advancing Woolly Mammoth's brand.

This vital position demands creativity, facility with numbers, clear communication skills, first-rate collaboration practices, and attention to detail. The Digital Communications Manager will work closely with Woolly's Director of Marketing, Associate Director of Marketing, Graphic Designer, Audience Services Manager, and Marketing Fellow to put the organization's marketing plans into practice. The position also often collaborates with Woolly's Artistic, Development, and Connectivity Departments to support a consistent institutional communications strategy.

DUTIES & RESPONSIBILITIES:

Marketing

Contribute to the creation and implementation of marketing strategies for institutional awareness campaigns, development and connectivity initiatives, subscription campaigns, and single ticket sales campaigns for all productions and events.

- Project manage department's multichannel marketing efforts including web, email, and social media
- Manage season, show, and other event launch campaigns
- Departmental marketing budget management; process invoices, and track expenses
- Liaison to digital media vendors, requiring occasional onsite availability for photography and video shoots
- Network with others in the community to build visibility and credibility of our brand's voice.

Social Media

Develop and implement social media strategy and respond in accordance with institutional priorities and community management best practice

- Develop institutional and production specific campaigns including the coordination of all organizational events (connectivity and development)
- Coordinate trade/amplification opportunities with industry and community partners
- Manage Social advertising campaigns not being run through an advertising partner
- Ensure advertising partners receive assets in timely manner and by deadline
- Manage Google Grant
- Coordinate streaming of digital Woolly events
- With the Associate Director of Marketing, fine-tune "the voice" of Woolly

Website

- Maintain content website and make necessary updates
- Craft design and language with department partners

- Oversee upgrades and enhancements

Email Communications

- Maintain Communications Calendar and lead weekly calendar meetings
- Develop email strategy for Woolly; working with connectivity, development and marketing to share a cohesive message
- Ensure exceptional and clear communication and customer service with Woolly audiences
- Craft email design and language
- Build and extract lists in

Tessitura All other duties as assigned.

Company-Wide Responsibilities:

- Commit to Woolly's policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, using Woolly's Liberation Library as an educational resource, engaging in EDI work at Woolly, and furthering your own independent journey with anti-racism.
- Cross-departmental collaboration, including participating in at least one Woolly working group, committee, and/or taskforce outside of your own department.
- Advocate for policies both internally and externally that further advance Woolly's stated values on an organizational, local, and national scale.
- Contribute in meaningful ways to the culture. See "Our Culture at Woolly" section below for more information.
- Act as an ambassador for Woolly Mammoth in the local community and beyond.

QUALIFICATIONS:

- **Experience:**
 - 2+ years experience in Marketing and/or Communications
 - Experience in designing and executing successful communication strategies
 - Performing arts experience preferred
- **Essential Knowledge, Skills, and Abilities:**
 - Knowledge of Tessitura or other CRM systems
 - Knowledge of Prospect2 or other e-mail marketing programs
 - Metrics-driven thinking
 - Ability to manage a budget creatively and responsibly
 - Highly organized and effective project manager
- **Other Skills or Qualities:**
 - Active engagement and leadership development in your individual position is integral to the overall health of our organization. This will be reviewed and defined with your supervisor to set individual goals. Woolly encourages employees to take personal responsibility and pride in their work.
 - See the larger picture and pull out the relevant details to diagnose problems. Think creatively about how to solve problems including new ways of working together. Woolly values innovative thinking, big ideas, and bigger passion.
 - Collaborate with and adapt to a wide variety of people and personalities, working styles, and artistic visions.

- Be curious and ready to adapt to ever-changing circumstances and new modes of communication and engagement.

WORKING CONDITIONS:

- Normal office environment.
- Extended viewing of computer screens.
- Some evening and weekend work required.
- Some travel required.
- Woolly Mammoth Theatre Company is located in Washington, D.C.'s Penn Quarter neighborhood. It is air-conditioned, located in a wheelchair accessible building, and in close proximity to public transportation.
- Woolly is currently operating under a hybrid work schedule, with both in-office and remote work available, subject to reevaluation.

COMPENSATION:

- **Starting Salary:** \$55,000

Woolly Mammoth Theatre Company recognizes that conversations about salary can be difficult. In recognition of the necessity for top-tier talent, 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. Woolly will work hard to administer the compensation program in a manner that is transparent, consistent, and equitable across the company.

OUR CULTURE AT WOOLLY:

At Woolly, our culture is driven by our stated core values of radical inclusivity, creative risk-taking, relentless inquiry & experimentation, world-class excellence, and innovation. We expect both personal and collective accountability in how these values are applied to the work of each employee of WMTC. We acknowledge that Woolly Mammoth has upheld and benefited from systems of oppression in our country and we aim to do better; using the principles of anti-racism to guide our actions and decision-making.

How we do things is as important as what we do, and we expect our core values and anti-racist practices to influence the way we work together as a team. We strive to center openness, integrity, and care in our policies, processes, and how we interact with one another. We embrace a culture of transparency, accountability, and mutual respect as the foundation of all our collaborations, both inter-departmentally and externally. We take seriously our role as a civic leader, and strive to address local and national challenges using our knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. We believe that everyone in the Woolly community is worth engaging in conversations about the art we make and how that art intersects with the world. We lean into the unconventional, especially if a nontraditional and inventive approach will help us reach new understandings of our art form, our industry, and our world.

