



The Carolina Theatre of Greensboro, Inc. seeks A DIRECTOR OF MARKETING AND PUBLIC RELATIONS. This is a full-time, year-round senior staff position responsible for all aspects of marketing, public relations, and promotion for Carolina Theatre and Crown events, and will report directly to the Executive Director.

DIRECTOR OF MARKETING AND PUBLIC RELATIONS

DUTIES AND RESPONSIBILITIES

- Responsible for all aspects of marketing, public relations, and promotion for Carolina Theatre and Crown events including Carolina Presents, Carolina Classic and Holiday Movies, rental marketing support, and general branding of corporate image; reports to Executive Director.
- Supervises Marketing Assistant(s).
- Serves as liaison with board committees, as assigned.
- Responsible for theatre media relations and public relations activities of the theatre.
- Responsible for preparation and digital distribution of press releases, annual report, and e-newsletters for the theatre.
- Maintains and monitors all social media accounts for the theatre.
- Responsible for recording monthly and annual board meeting minutes.
- Assists regularly at Carolina Theatre sponsored events.

MINIMUM JOB REQUIREMENTS

- Bachelor's degree or equivalent work experience in related field.
- Require minimum of 3 years of professional experience.
- Skilled in the use of personal computers and related software applications.
- Must possess excellent interpersonal, verbal, written and organizational skills, polished public manner, and ability to work well with board members, donors, volunteers, and a diverse group of staff with attention to detail and ability to multi-task in a fast-paced team environment.
- Flexibility to work occasional nights, weekends and holidays.

PREFERRED QUALIFICATIONS

- Working knowledge simple graphic design such as PicMonkey or Canva.
- Bilingual (English/Spanish) language skills.
- Must be able to prioritize, be flexible, and adaptable.
- Consistent and dependable work ethic.
- Should possess high energy, a sense of humor, and grace under pressure.

The Carolina Theatre of Greensboro operates with a small staff structure and all staff are required to wear multiple hats. Successful candidates must be willing to complete duties as assigned by the Executive Director or Board.

Annual salary \$44-52k commensurate with experience. Benefits include Medical Insurance, Paid Holidays, Sick Leave and a 403(b) Retirement Plan

Please submit resumes and references electronically to brian@carolinatheatre.com with the subject line "Director of Marketing and Public Relations" or mail to:

Carolina Theatre of Greensboro
Attn: Brian Gray
310 South Greene Street
Greensboro, NC 27401

ABOUT THE CAROLINA THEATRE OF GREENSBORO

The Carolina Theatre is downtown Greensboro's community performing arts center. Billed as the *Showplace of the Carolinas* when she opened in 1927, today the theatre is home to concerts from artists across all genres, classic and independent movies, community theatre and dance, as well as local performances in our third-floor loft theatre, The Crown.

The Carolina Theatre welcomes more than 90,000 people annually through her doors, helping to ensure the mission of Presenting Arts, Preserving History, Promoting Community. We welcome visitors from all over the world to enjoy music, shows and plays, rent our space for private events, and to be a part of our community.

