

Position Opening: Marketing Manager (FT)  
Washington Revels, Inc.

Organization Overview

Washington Revels' Mission: Washington Revels uses performance, education, and community engagement to revive, sustain, expand, and celebrate cultural traditions — in music, dance, storytelling, and drama — that bind people together in spirit and joy. We strive to illustrate the world's common humanity, connecting all people in a community that stretches across ethnic, cultural, and religious divisions, and through time. Visit [www.revelsdc.org](http://www.revelsdc.org) for more information and a full job description.

The Position

Washington Revels seeks an experienced, energetic, and highly personable Marketing Director to manage and coordinate all aspects of promoting our programming to both the general public and our internal constituents.

General responsibilities include collaboration on the annual marketing plan and budget; oversight of all advertising and other publicity across all channels; creation, oversight, and measurement of the effectiveness of web site and social media content; acting as point-of-contact for media inquiries and requests; design, creation, production and distribution of printed and electronic materials, including event programs; design and creation of literature, displays and exhibit booths; and box office management and promotion.

The Marketing Manager will report directly to the Executive Director and work closely with the Development Coordinator, Office Manager, Artistic and Production staff, Revels' volunteers, and Board of Directors. Because Revels is a small office, the successful candidate must be willing to help occasionally with non-marketing activities. Position is intended as full-time, exempt, and salaried. Start date will be as soon as practical.

Specific Responsibilities

1. Media Publicity

- Develop, draft, and distribute all media publicity materials, including press releases, public service announcements, calendar listings, sidebar articles, biographies, photos, etc.
- Develop and maintain press kit; arrange photo shoots as needed.
- Develop and maintain up-to-date media (print, radio and TV) contact database.
- Pitch stories and line up writers, podcasters and reviewers, radio shows and other public appearances.
- Track publicity requests and follow up.
- Attend performances with media representatives present; meet and greet the media representatives.

2. Advertising

- Develop paid media advertising campaigns; track and follow up to determine success of specific elements of the campaign.

- Manage solicitation and fulfillment of advertising by organizations and individuals in the Christmas Revels program and any other production program offering advertising.
3. Web Site and Social Media Account Management and Oversight
    - Continuously review Washington Revels' web site and social media accounts, and draft or supervise drafting of content for updates.
    - Collaborate with Revels volunteers to monitor references to Washington Revels in social and viral media, draft responses to posted content as needed, and develop strategy for favorably influencing postings.
  4. Non-Media Print and Electronic Materials
    - Participate in and/or oversee the creation and production of all Revels marketing and program materials and manage their distribution.
    - Identify show/project-specific targeted marketing groups, develop mailing lists, and oversee targeted mailings.
    - Draft content and manage the dissemination of the Washington Revels email list and communications.
  5. Promotion at Third-Party Events
    - Identify public events and other appropriate opportunities for promoting Revels (e.g., display booths at festivals); provide display and distribution materials; and coordinate staffing with the Volunteer Coordinator as needed.
    - Represent and speak for Washington Revels as needed.
    - Manage contribution of Revels tickets to third-party auctions to optimize promotion of Washington Revels.
  5. Ticketing/Box Office for Christmas Revels
    - Oversee processing of advance orders for donors, cast, and volunteer heads.
    - Manage group sales.
    - Monitor online ticket system to ensure proper functioning.
    - Assist with phone calls on ticketing issues.
    - Manage Box Office/Will Call at performances.
    - Produce ticket reports.
  6. General Marketing and Promotion
    - Draft annual marketing plan and budget.
    - Plan for and execute surveys and other vehicles for obtaining feedback and input from audiences and stakeholder constituencies.
    - Develop and implement new strategies and mechanisms for promoting Washington Revels events and public awareness of Revels and Washington Revels generally.

### Qualifications:

- Bachelor's degree or equivalent experience in nonprofit marketing (pref. arts marketing), with a demonstrated track record in successful arts marketing campaigns.
- Strong abilities to organize, plan, work independently and collaboratively, multi-task, and communicate effectively both orally and in writing.
- Excellent interpersonal skills and team orientation critical. Must be able to effectively and professionally represent Washington Revels to all public constituencies.
- A focus on organization, accuracy, and attention to detail.
- Strong computer skills, including Microsoft Office, Adobe Creative Suite or similar content creation software, online ticketing platforms, and patron CRM systems. Familiarity with QuickBooks is a plus.

The ideal candidate will have experience in arts administration in a non-profit or small business setting, thrive in a collegial environment, have PR contacts in the D.C. area, and be proficient with desktop publishing programs and tools.

### How to Apply:

E-mail resume, writing sample, design sample, and cover letter to [jobs@revelsdc.org](mailto:jobs@revelsdc.org), or mail to Washington Revels, Inc., 7300 MacArthur Boulevard, Glen Echo, MD, 20812.

### Salary/Benefits:

\$54-60K, depending on experience, generous PTO policy, flex time policy, 403b plan, and anticipated medical/dental benefits.