



*A Higher Plane of Comedy!*

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## **JET CITY IMPROV MARKETING MANAGER**

Jet City Improv (JCI), a nonprofit organization founded in 1992 as Wing-It Productions, is seeking an entrepreneurial and visionary Marketing Manager to work with the Managing Director and staff to market to and develop the audience for Jet City Improv. Applicants from traditionally underrepresented groups are encouraged to apply.

### **Organization Overview:**

Jet City Improv is a live theater company in Seattle, Washington, dedicated to entertaining, educating and enlightening audiences of all ages through the art of improvisation.

JCI has three areas of programming; productions, education and outreach.

JCI performs over 400 shows every year which weekly include its flagship shows, Jet City Improv and Twisted Flicks, and original long-form improvised plays. JCI is nationally known as a leader in improvisational theater. We are also the foremost improvisation teaching organization in the Pacific Northwest, offering improvisation classes for adults and youth, as well as corporate training.

At the heart of JCI is our Outreach Programs which include teaching improvisation skills to homeless, at-risk and incarcerated youth, as well as providing free improvisation shows at summer camps for children dealing with life altering illness and conditions. Outreach programs are supported by donations and, to a great extent, by JCI productions.

### **Core Responsibilities:**

#### **MARKETING**

In coordination with the Artistic Director:

- Create and implement annual marketing plan for Jet City Improv
- Maintain the branding strategy and all JCI market brands, including logos and other marketing materials
- Promote JCI's brand in the community through advertising, sponsorships and partnerships
- Meet with directors of various shows to understand and create targeted marketing plan for each show
- Write all marketing copy for press releases, web content, advertisements, brochures and mailers
- Create and distribute press releases and media for all shows and products
- Review and operate in line with the marketing budget
- Creates target marketing and pursues group sales for shows and Comedy to Go

#### **COMMUNICATION**

- Maintain and update information about all Jet City Improv activities on [jetcityimprov.org](http://jetcityimprov.org)
- Monitor and respond to customer feedback on online review sites
- Create and manage social media content
- Develop and build relationships with media

- Design and create monthly e-newsletters to mailing lists
- Send regular marketing updates to cast and board
- Represent JCI at community events; Organize and run booths at various regional and local trade shows

#### DATA MANAGEMENT

- Establish and refine sales, coupon and comp tracking systems
- Run sales, coupon and comp numbers regularly
- Research local theater and comedy markets
- Speak with audience members and conduct surveys to gather data
- Review demographics data for all products

#### DEVELOPMENT

In coordination with the Managing Director and Patron Services Manager:

- Assist Staff in marketing for fundraising and event planning, which may include hiring catering, arranging transportation, procuring auction items, and day of event supervising
- Assist Patron Services Manager in upkeep of donor lists
- Maintain patron database

#### QUALIFICATIONS

- Experience in non-profit marketing, theater or entertainment marketing, public relations, audience/fund development, or comparable field
- An open, honest communicator with ability to identify and mediate issues and concerns
- Demonstrate success in team-building and collaboration
- Agile approach to problem-solving and solution-building
- Comfortable with Microsoft Office, Photoshop, Salesforce/patron manager or related donor management database, website management
- Celebrate creativity and maintain a good sense of humor

Position is 30-40 hours/week, salary DOE. In this position, there is occasional use and operation of miscellaneous equipment and furnishings as tasks and projects require, occasional lifting of up to 20 pounds, and standard computer use. Office access includes stairs. Some evenings and weekends are required.

Jet City Improv seeks excellence through diversity among its board, company, staff, and students. Jet City Improv discourages discrimination on the basis of race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, veteran status, or marital status. Applications by members of all underrepresented groups are encouraged.

#### To Apply:

To apply, send a resume and a cover letter addressing why you are interested in a professional management position with an arts organization and how your skills and experience will benefit Jet City Improv to [keith@jetcityimprov.org](mailto:keith@jetcityimprov.org) by July 27, 2018. Please, no phone calls.