



## Marketing & Communications Manager

### About Mosaic Youth Theatre of Detroit

Mosaic's mission is to empower young people to maximize their potential through professional performing arts training and the creation of first rate theatrical and musical art. Our all teen performances have toured to Africa, Asia, Europe, the White House, the Kennedy Center, 25 states across the U.S. Mosaic's groundbreaking model for youth development through the arts has been featured on NBC's Today Show, NPR's All Things Considered and The Wall Street Journal and American Theatre Magazine. The organization produces a three show season at the Detroit Institute of Arts as well as touring performances at location throughout metro Detroit.

### **Primary Responsibilities:**

- Under the direction of the Director of Development & Donor Relations, oversee ideation, planning, coordination and execution of all communication and marketing activities for the organization
- Create and manage marketing budgets (annually and by project)
- Oversee development and execution of all strategic and tactical plans aimed at achieving and/or exceeding marketing/branding financial goals (develop new audience, increase show attendance, donor solicitation)
- Manage internal & external communications
- Oversee development and execution of all publicity and promotional activities (including marketing/PR execution plans, and timelines) goaled with securing effective and positive coverage of Mosaic programs and events
- Cultivate media relationships and partnerships with local print, radio, TV and e-marketing outlets
- Oversee the writing, graphic design and production of all marketing materials (press release and media advisories, playbills, brochures, print advertisements, postcards, posters, email blasts/advertisements, etc.)
- Manage Mosaic's social networking initiatives; Develop, monitor and maintain the organization's social media sites (including Facebook, Twitter, MySpace, YouTube)
- Oversee management of Mosaic website (layout/design and content)
- Responsible for ideation, planning/coordination and execution of all sales activities aimed at achieving and/or exceeding annual earned revenue goals for the organization
- Assist with event planning & execution
- Oversee other projects and activities as assigned by the Director of Development & Donor Relations.

### **MINIMUM QUALIFICATIONS**

- BS/BA in Marketing or related field
- A minimum of three years' experience in marketing, communications, media, or journalism functions. Relevant experience in a not-for-profit environment preferred.

- Ability to inspire and support innovation in marketing and communications on a continual basis. Ability to be a visionary and collaborative change agent.
- Excellent listening skills with extraordinary openness to input and advice. Ability to synthesize input from many perspectives into actionable strategies.
- Demonstrated ability to effectively design and implement communications strategies; ability to develop a variety of high impact web, electronic, and print marketing materials.
- Knowledge of current marketing and communications trends; experience using new media channels; experience conducting market research; experience utilizing web- and email-based data to evaluate and plan marketing efforts.
- An ability to build marketing and donor solicitation campaigns to target audiences and to construct and analyze measures of success.
- Experience with web and digital marketing tools.
- Experience developing and managing a brand identity, preferably for a not for profit organization.
- Excellent oral and written communication skills. Attentiveness to detail. Personable, energetic, influential, and diplomatic.
- Detail-oriented with the ability to manage projects from inception through completion
- Ability to collaborate with others, work professionally in stressful situations and exercise good judgment

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**MOSAIC YOUTH THEATRE OF DETROIT IS AN EQUAL OPPORTUNITY EMPLOYER**

Send cover letter and resume to: [hr@mosaicdetroit.org](mailto:hr@mosaicdetroit.org)

**NO PHONE CALLS PLEASE**