

## Marketing & Communications Director

Part-Time, Exempt



Stomping Ground Comedy's Marketing & Communications Director should be a highly motivated individual excited to grow a young nonprofit organization in a positive and professional environment. They work under the direction of the Executive Director.

**Schedule:** This position requires approx. 10 hrs per week, with majority (90-95%) of the time being remote.

**Stomping Ground Mission:** Stomping Ground educates, entertains, and empowers the community – connecting people through comedy. And we won't stop till everybody's laughing.

**Marketing & Communication Manager Position Mission:** This position directly serves the greater mission of Stomping Ground by creating engaging marketing materials that promote the work of Stomping Ground and appeal to local DFW audiences. They also serve the mission by promoting positive and clear communication internally throughout the organization and externally to Stomping Ground patrons and the community.

### Qualifications:

- Experience working in marketing and social media marketing
- Experience working with Mailchimp or comparable marketing platform
- Experience working in a performance venue, comedy club, and/or theater a plus
- Experience with Canva, Adobe Photoshop, and/or other graphic editing programs a plus
- College Degree in Marketing, Communications, Arts Administration, or other related field a plus
- Proven experience creating social media and content
- Strong knowledge of communication practices and techniques
- Outstanding written and verbal communication skills

### Responsibilities:

- Develop/oversee execution of overall marketing strategy for the organization and each of its departments
- Oversee crafting and posting content across multiple social media platforms
- Coordinate with leadership team to communicate organizational-wide and departmental updates
- Create and/or maintain social media content strategies
- Analyze engagement data and digital statistics for email newsletters and social media content
- Pursue and oversee partnerships and promotions with local businesses and organizations
- Coordinate with the Artistic Director, Branding Manager, and Producers/Directors to concept and create marketing materials for live shows, auditions, and website as needed
- Manage employee email access and Slack access for staff, performers, and students
- Coordinate with Directors to produce assets for classes, fundraisers, promotions, and special events
- Coordinate with Web Manager to keep marketing up to date on the organization website
- Maintain Preshow video Slideshow and relevant graphics needed
- Oversee regular creation and distribution of general newsletter and student newsletters
- Promote shows via social media and word of mouth
- Manage employee, performer, and student email distribution lists
- Manage and oversee creation and distribution of press releases for seasonal shows and special events
- Recruit, hire, and onboard Marketing interns and volunteers as needed
- Manage direct reports (marketing volunteers and interns)
- Solicit biographies and headshots for website
- Complete bi-monthly payroll for direct reports (if relevant)
- Serve as a Brand Ambassador for Stomping Ground, promoting and representing the brand at all times

### Compensation:

\$10,000 per year, with eligibility for contract performer, staff, and instructor pay as experience and availability allows. Free classes and show admission as space allows.

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