

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 overseeing integrative marketing strategies 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:

- Proven experience and a strong track record of success in high-level marketing (strategy, brand development, digital marketing, audience engagement, communications)
- Experience working with Mailchimp or comparable 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
- Strong knowledge of communication practices and techniques along with outstanding written and verbal communication skills

Responsibilities:

- Create and execute integrated marketing plans encompassing digital marketing, social media, email marketing, content creation, public relations, advertising, and community outreach.
- Ensure consistent brand messaging and visual identity across all platforms and materials.
- Oversee and optimize our website, social media channels, email marketing campaigns, and online advertising
- Collaborate with Development to create materials and campaigns that support fundraising initiatives
- Coordinate with leadership team to communicate organizational-wide and departmental updates
- Analyze engagement data and digital statistics for email newsletters and social media content
- 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 website
- Manage student email distribution lists
- Track and analyze the performance of marketing campaigns, using data to inform future strategies
- 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), including payroll
- Promote shows via social media and word of mouth
- Keep abreast of trends and best practices in marketing, particularly within the arts and non-profit sector.
- Serve as a Brand Ambassador for Stomping Ground, promoting and representing the brand at all times

Compensation:

\$10,000 per year increasing to \$14,000 per year beginning July 1, 2025. Eligibility for contract performer, staff, and instructor pay as experience and availability allows. Free classes and show admission as space allows.